

The Big Give 2021

Report and Recommendations



Compiled Gillian Lewis - Community Projects Lead, SUBU

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1. Overview

The Big Give is an annual sustainability campaign run by the SUBU Student Opportunities Team, headed by SUBU's Community Projects Lead Gillian Lewis and Student Opportunities Manager Emma Davies, which encourages students to clear out their houses and halls accommodation before they leave Bournemouth for the summer. 2021 was the Big Give's sixth year, having only missed one year in 2020 when the Covid 19 Global Pandemic hit the UK in March of that year and all businesses and organisations shut their operations with many employees being placed on furlough for months, including SUBU.

During the pandemic, many universities including BU, opted to do the majority of teaching online where possible, and many students opted to move out of their Bournemouth university accommodation much earlier than they normally would, to continue their studies from home.

BU indicated that footfall on campus fell from 90% to 5% during peak times of the pandemic lockdown, with a 30% to 80% drop in halls occupancy by students.

This year after consultation with the British Heart Foundation (BHF), the campaign was reduced in scale, due to the challenges of the pandemic (which greatly affected the finances and resources for the majority of charities in the UK). The Big Give lasted from 26th April to 31st July, (with an extension for some Halls whose students move out date was 4th September) after the majority of halls' contracted move-out date, with regular collections organised by BHF, and contracted by them to City Sprint courier company.

The amount of halls participating this year was greatly reduced, and the seven metal donation bins normally placed around Lansdowne and Talbot Campus were not placed this year. However, donation points in the Student Centre and the Student Village at Talbot Campus and Bournemouth Gateway Building main foyer at the Lansdowne were set up, as well as two donation bins at Leslie Road and Cranmer Road carparks in Winton, with permission and support from BCP Council, for students in private rented accommodation to make their donations.

The Big Give is an opportunity for collaboration between SUBU, BU, BHF, BCP Council and Trussell Trust Bournemouth Foodbank, as well as enabling students and staff to have a positive impact in their local community.

This year's campaign may have been on a smaller scale, however, donations were regular and generous throughout the campaign.

2. Promotion

2.1 Launch

The Big Give was launched on Monday 26th April with a social media campaign, distributed by the SUBU Comms Team. There was no physical presence of a stall or face to face launch event on campus this year, due to the Covid 19 pandemic, where social distancing rules had to be adhered to.

2.2 Leafleting

Due to the pandemic, and limited budget and resources, it was decided that the campaign would be solely digital media based for this year, with the exception of a few A3 posters which were placed next to the donation bins with information about the Big Give and the items that could be donated.

2.3 SUBU Website

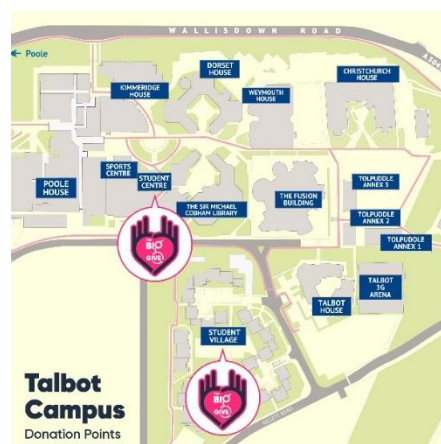
The Big Give information page on the SUBU website is located within the “Be Involved” section under Sustainability. This contains information on why we do the Big Give and information on the halls, campus and public donation points where donations can be dropped off for this year.
<https://www.subu.org.uk/involved/sustainability/events/>

2.4 Stalls

Throughout the campaign, an information table was located in the entrance to the Student Centre, displaying information about The Big Give, with British heart foundation donation bags available for students to take. This physical presence increased students’ awareness of the campaign.

2.5 SUBU Social Media

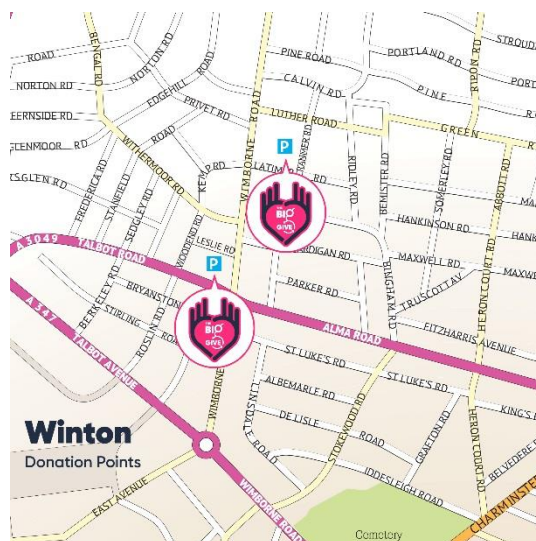
Throughout the campaign, all of our social media channels were used to advertise the Big Give. This was through both our main SUBU Social Media and the SUBU Student Opportunities dedicated channels. This had a big impact on donations when a bag total was advertised. SUBU also forwarded details of the Big Give to BU Marketing and Communications Team, and details of the Big Give with a link to the SUBU Big Give webpage, were included in the weekly BU Internal Comms Newsletter disseminated to staff, meaning that staff could remind students about the Big Give, and also participate themselves if they wanted to donate too.



3. Collections

3.1 Donation Banks

Red metal donation banks were not placed on either campus this year, however, BCP Council arranged for two metal donation banks to be placed in carparks at Latimer Road and Cranmer Road in Winton, so that students in private rented accommodation could take their donations to these local points.



3.2 British Heart Foundation

BHF had been affected by the pandemic and had limited resources this year. At the start of the Big Give campaign they arranged for City Sprint courier service to make regular collections from the allocated campus, and halls donation points. A spreadsheet of the allocated donations points, dates and times of collections was provided in advance. Clothes, shoes, accessories, books, kitchenware, and bric-a-brac were donated, however, this year, due to the Covid 19 pandemic, duvets and bedding could not be donated.

3.3 Bournemouth Christchurch and Poole Council

In previous years BCP Council carried out kerbside collections in Winton, however, this year, there were concerns that many students would not be in their private rented accommodation but would have returned home during the pandemic; it was decided that these kerbside collections would be dropped. BCP Council have always fully supported the Big Give scheme from its inception, and this year were able to arrange for two temporary metal donation bins to be placed in the Latimer Road and Cranmer Road carparks.

3.4 Other Charities

Due to the Covid 19 pandemic, the Big Give was downscaled, and only one other charity was partnered with the Big Give for 2021. SUBU were approached by a student Nicholas Weeks, who was volunteering with Trussell Trust Bournemouth Foodbank in Boscombe, and who wanted to get students involved in supporting and donating to the foodbank with a project called the 'One Can Plan.' SUBU helped Nicholas incorporate this into the Big Give, and via Nicholas, the Foodbank provided pop up banners and donation bins, so that students could donate unopened non-perishable food. Foodbank donation bins were placed in the Student Centre, the Student Village, Bournemouth Gateway Building, Home Park, Oxford Point, and Skyline Halls of Residence.



4. Collection Data

BHF collected information about the collections and formed a dataset which has enabled us to analyse information. From this we have learnt that 1317 bags of donations were collected throughout the campaign. Whilst down from 5041 bags collected in 2019, this is up 1317 bags from 2020 when no collections were made due to the Covid 19 pandemic and the closure of the university and retail & high street shops, thus halting any operations for BHF and SUBU.

SUBU helped to collect food donations and drop them to the Trussell Trust Bournemouth Foodbank in Boscombe.

Student Centre Talbot Campus. 68kg

Student Village Talbot Campus. 32kg

Cranborne House. 50kg

Bournemouth Gateway Building. 42kg

Oxford Point Student Accommodation. 40kg

Total. 232kg

Skyline Student Accommodation. and Home Park Student Accommodation did not participate in donating food to the Bournemouth Foodbank this year as part of the Big Give, however, they did donate food to other homelessness charities locally.

5. Impact

The charities were not the only organisations to receive the benefits of the Big Give. This campaign meant that there was a smoother transition for the students moving out of halls; rather than overfilling the waste facilities which would raise an issue with the waste contractors.

The campaign also had an impact on the wider community of Winton, where student and non-student residents could use the donation bins in Latimer Road and Cranmer Road Carparks to drop off their donations.

It also meant that university staff could donate at the Student Village, Student Centre and Bournemouth Gateway Building, and the Halls Staff could also participate and make donations.



6. Strengths

This year our strengths have been in understanding the pandemic situation and adapting to change and environmental influences to downscale the coordination of the Big Give, in agreement with BHF, to ensure that it was manageable in a rapidly changing pandemic situation. In talks with BHF we identified that we should focus on 5 Halls of Residence at the Lansdowne which were easily accessible for the pick-up driver, and one or two sites on the Talbot Campus and Lansdowne Campus, with donation points in Winton for students in private rented housing. This meant that whilst the project was downscaled, there were donation points that covered key locations for the university community.

We also recognised that due to the pandemic, and SUBU's own increased environmental ethos, that the campaign would be paperless, with the exception of 7 x A3 posters containing donation information which were displayed on the donation bins. Supported by SUBU Comms Team, the campaign was run digitally, with frequent posts on Facebook, and Instagram, reminding people of the donation points and purpose of the Big Give.

BU Marketing and Communications Team also supported the campaign by frequently advertising the Big Give in Internal Comms newsletters for staff, meaning that staff could also participate and make donations as well as encouraging their students to do so too.

SUBU has developed an excellent partnership with BHF meaning that the planning and logistics of the campaign runs smoothly year on year.

7. Opportunities

Just before the end of the Big Give 2021 campaign SUBU was approached by a local homeless action charity - Faithworks. In early conversations between SUBU and Faithworks, it was identified that for the Big Give 2022, there is potential for students to donate small 'whitegoods' such as microwaves, kettles, toasters & hairdryers and furniture to Faithworks, to help ex-homeless people to furnish their newly acquired accommodation. BU Estates may also be able to contribute to this with decommissioned office furniture such as chairs, couches, desks, and bookcases for example.

SUBU worked closely to support a BU student who was volunteering with the Trussell Trust Foodbank. The student has now graduated but ensured before they departed that good connections were made between SUBU and the Foodbank, to recruit a new student volunteer to continue volunteering and developing the connection between the food bank, SUBU and the Big Give for 2022.

For 2022 student numbers are looking healthy with a return to near normal face to face teaching meaning that halls private housing sector will have a near full capacity of students residing in Bournemouth until the end of the academic year in June 2022.

BHF are exploring the possibility of using University QR codes for donated items going for sale, so that they will be able to track more accurately the amount of money raised by students for the charity.

SUBU are planning to visit all potential donation sites on campus, in the community and in halls of residence, and take photo's of each site, and an aide/photo memo to help drivers identify places for pick up more easily.

8. Challenges

In previous years BHF had one dedicated Van Driver who developed good knowledge of all the halls and ensured that regular weekly collections took place.

Due to the pandemic and resourcing challenges BHF did not have a dedicated Van Driver, and this role was outsourced to CitySprint. There were different drivers each week who were not familiar with finding the Halls and Campus addresses to make collections, therefore some were missed in the first few weeks of the campaign. Also the brief that the drivers received may have been misinterpreted and meant that some of them took clothing, but left shoes, and bric-a-brac items behind.

This was reported to BHF and in later weeks, the situation improved. BHF were also able to recruit a dedicated Van Driver in the latter weeks of the campaign.

There was a significant amount of donations made after the 31st July. Many students took the opportunity of staying in Bournemouth for longer to enjoy their freedoms following the pandemic lockdown, and some students did not leave Bournemouth until the weekend of 11th September, meaning that there were still some donations to collect during week commencing 13th September.

Another challenge this year was declining items that BHF were not able to collect. E.g., Duvets which would normally go to Margaret Green Animal Rescue charity. Now with the pandemic restrictions easing, there will be scope for developing partnerships for a wider range of unwanted small furniture and whitegoods donations.

9. Summary of Recommendations

- SUBU to consult with Halls Managers to strengthen relationships, support and co-ordination of the Big Give including a more in-depth understanding of Halls leaving schedules.
- Extend the collection end date by at least 12 weeks for certain halls of residence.
- Develop partnerships with other charities such as Faithworks, who will be able to collect small whitegoods and bedding.
- Re-instate partnerships with local animal charities to donate some of the duvets.
- Extend the amount donation points back to pre-pandemic numbers.

10. Conclusions

Reviewing the information in the report, it is evident that this has been a successful smaller scale relaunch of the Big Give, with over 1333 bags being collected and donated to BHF, which will raise over £ 18,438 for the BHF (based on their own figures), to continue their work in beating heart disease.

This can be broken down into the following:-

Bournemouth University 702 Bags = £9843

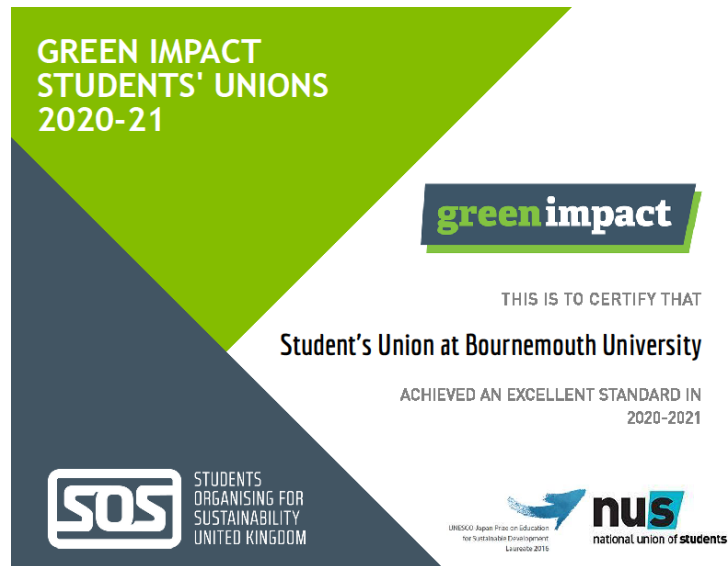
Arts University Bournemouth 197 Bags = £2758

BCP 114 Bags = £1596

Private providers 334 Bags = £4676

SUBU have saved approximately 10.5 metric tons of unwanted clothing and items potentially being sent to landfill in the 2021 campaign. These actions contribute to SUBU's submission for the NUS Green Impact Awards.

Trussell Trust Bournemouth Foodbank have also benefited from receiving 232kg's of unwanted unopened food items.



With special thanks to our SUBU Big Give Project Partners:-

Tim Reeves – British Heart Foundation

Laura – BHF Shop Poole

Neil – BHF Collections

Nicholas Weeks – BU Graduate Student/Trussell Trust 'One-Can-Plan' Volunteer Leader

Cranborne, Skyline, Oxford Point, Home Park and Student Village Halls Managers

Sarah Speakman-Jones – BCP Council Environmental Team

BU Internal Comms