



PACK FOR GOOD

MAKE PACKING EASIER
BY DONATING UNWANTED STUFF



**British Heart Foundation
2017 University Campaign
Evaluation & Impact Report**

Nottingham
University of Nottingham, Nottingham Trent
University and Nottingham City Council

**FIGHT
FOR EVERY
HEARTBEAT**
bhf.org.uk

INTRODUCTION

The BHF University campaign has grown significantly since its launch in 2011 with just one University on board, to over 90 in 2017, along with many private providers across the country.

The campaign continues to be a great success in terms of providing much needed stock for our network of over 740 shops, as well as providing a free collection service to Universities, Local Authorities and Landlords.

The BHF campaign aims to reduce complexity whilst actively contributing to University waste diversion, carbon reduction targets and CSR targets including charitable giving within your communities.

In 2016 we rolled out a new microsite for our partners to have faster access to a range of digital tools and assets for their on campus promotion, as well as a comprehensive toolkit to run a successful campaign year on year. This year we were selected as Unite Students official charity stock donation partner and rolled out a successful national partnership across the country. In early 2018, much like our event in 2015, we will invite every partner to a comprehensive away day to look at ideas for the future growth of the campaign and to enable networking among our academia audience.

PAST CAMPAIGN ACTIVITY



Nottingham Trent University, UPP and Nottingham City Council have been working in partnership with the BHF since 2012 on the Pack for Good Campaign. During the first three years the campaign grew steadily year on year.

In 2015 we invited all parties working on the campaign in Nottingham to a meeting where we presented the campaign, giving a renewed focus and ensuring all parties new what the BHF could offer as part of the campaign.

The council were keen to keep an active part in the campaign after seeing the fantastic results over the last three years and gave us permission and support in siting additional temporary and permanent banks around the city centre.

Not long after the clothing banks were sited we had a couple of complaints by residents, the bank sited at 'blockbuster video' where a bank had been sited in two previous years caused an issue and we swiftly removed the bank to ensure all residents were happy.

Nottingham Trent University have been extremely supportive, they promoted the campaign both in halls and out in the community with door knocking via student volunteers. They had a stand with donation bags at the Student Union and supported our furniture store with additional collections throughout the summer.

Late in the summer The University of Nottingham got in touch about siting a temporary bank at 'The Crown Pub' which turned out to be a great location. Dunkirk Community centre decided to keep their temporary bank permanently which again has proved a hit with the local community and the numbers coming out of this bank continue to be strong.

A new private student accommodation site 'KAPLAN Global Point' also joined the campaign in 2015 which has added to the success and growth in Nottingham.

Continuing on from the success in previous years Nottingham Trent University, The University of Nottingham, Nottingham City council and UPP joined forces again in 2016 to promote the Pack for Good campaign both within the Universities Accommodation sites and around the city.

In 2016 Nottingham University completed a Kerbside collection using a horse and cart around the popular student areas to raise awareness of the campaign.

Additional clothing banks were sited around Nottingham City during the summer period and these banks proved vital in supporting students when moving out of private rented accommodations throughout the city. Nottingham City Council have been extremely supportive of the campaign during 2016 especially during the peak times when clothing banks quickly filled up, they liaised directly with myself to ensure the collections were dealt with swiftly which meant limiting complaints from the public regards overflowing clothing banks.

Donation boxes were sited within the halls of residences at all UPP sites with some mixed reactions and collection issues, they showed in the figures as being a support to the clothing banks although moving forward we will ensure we do a full visit of each UPP site to ensure all our donation points are situated in locations to ensure they are accessible for both donating and collecting.

Bags donated year on year:

2012	1388
2013	1574
2014	3461
2015	7449
2016	10644

2017 CAMPAIGN ACTIVITY

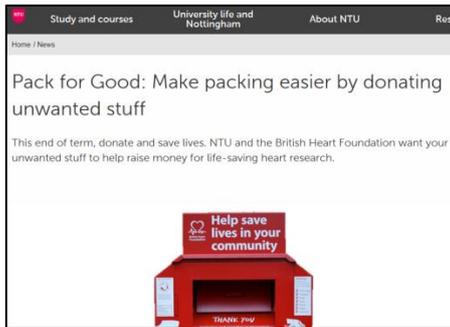
Continuing on from the success in previous years Nottingham Trent University, The University of Nottingham, Nottingham City council and UPP joined forces again in 2017 to promote the Pack for Good campaign both within the Universities Accommodation sites and around the city.

Due to changes within Nottingham City we were unsure if the clothing banks would be sited during the summer period however we had council approval in time and the clothing banks have continued to be vital in supporting students when moving out of private rented accommodations throughout the city. Nottingham City Council have been extremely supportive of the campaign especially during the peak times when clothing banks quickly filled up, they liaised directly with myself to ensure the collections were dealt with swiftly which meant limiting complaints from the public regards overflowing clothing banks.

In June Robyn Thompson, Zoe Thomson from Nottingham Trent University and Paul Samecki on behalf of Nottingham UPP sites attended the Thank Event put on for partners to thank partners for their contribution to the Pack for Good Campaign during 2016 at our research facility in Nottingham. It was a great day with lots of opportunities to network with other University and Council partners and we look forward to hosting more of these style events in the future.

We have not had the opportunity to host any events across Nottingham this year however, we hope to look at ways to raise awareness of both the campaign and the British Heart Foundation across the city in 2018.

It's great to see our marketing material being used for students in the form of flyers, web content and posters across the city; we look forward to developing both the Pack for Good campaign and marketing strategy in 2018 to include more social and digital media across Nottingham.



Don't waste it, donate it!



2017 Collections

Collections have continued to grow throughout 2017 throughout the entire city and partnership. The number of bags being donated throughout the interim period is also increasing year on year showing that the ongoing support for the campaign throughout the city which is fantastic. We are very much looking forward to continuing to develop the campaign moving into 2018.

CAMPAIGN STATS 2017

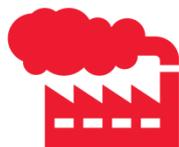
Bags Donated

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2016 – 31 st March 2017)	3684	£51,576
Campaign data (1 st April – 31 st Sep 2017)	14,388	£201,432
Total	18,072	£253,008

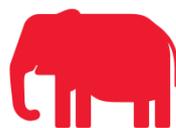
.....

Environmental impact

Equivalent of **144.6 Tonnes** of items diverted from the waste stream



Your donations have helped save **1,471,350** kgs of CO2 greenhouse gas emissions



Your donations have saved the weight of **24** elephants in waste going to landfill



Total raised for the British Heart Foundation

Based on estimated £14 bag value, the total raised in monetary terms for the British Heart Foundation: **£253,008**

ABOUT THE BRITISH HEART FOUNDATION



AROUND 7 MILLION
people living with heart and circulatory disease in the UK

Coronary heart disease is the UK's single biggest killer. For over 50 years the British Heart Foundation (BHF) has pioneered research that's transformed the lives of people living with heart and circulatory conditions.

The BHF's work has been central to the discoveries of vital treatments that are changing the fight against heart disease. But so many people still need help. From babies born with life-threatening heart problems to the many mums, dads and grandparents who survive a heart attack and endure the daily battles of heart failure

Join the fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to BHF shops will help make a difference to people's lives.



We aim to invest **£100 million** each year into new life saving research

Our network of BHF shops sell 90,000 items every day in order to raise the much needed funds required in the fight for every heartbeat.

Every University that partners with us in our 'Pack for Good' campaign enables our shops to receive a regular supply of donations during the summer period, a time typically, when donations can be lower than in other seasons. Also, where we have built strong, long term relationships with our University partners leading to events, furniture donations, Fresher's week or Green week events, we are able to extend the donations coming into our shops and in turn the funds raised towards our life-saving work.

How you're making a difference

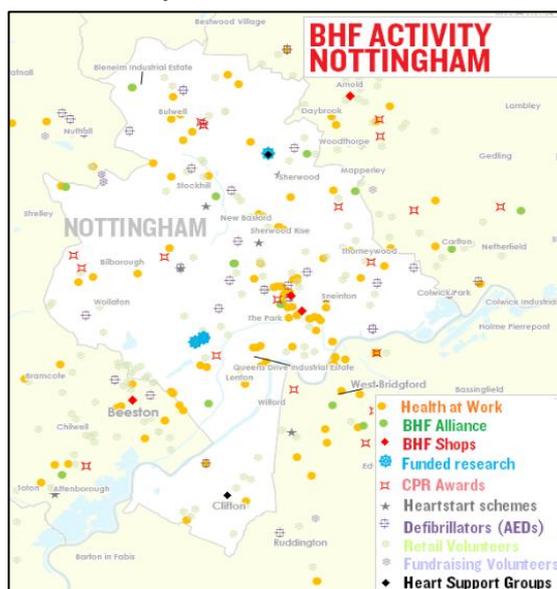
We estimate that a bag of donations from a Student could be worth as much as £14.

- 10 bags could nurse a broken heart by funding a full day's BHF Heart Nursing care. In this time a Heart Nurse could care for up to six patients to help them manage their condition and prevent further hospital re-admissions.
- 100 bags could help find a cure by funding one of our young scientists for seven days. We currently provide the salaries for around 500 post-doctoral scientists who work in research teams right across the UK on projects to better understand how to diagnose, prevent, treat and cure heart disease.
- 1000 bags could Help 40 young heart patients to gain independence, new skills and confidence whilst meeting other young heart patients.

Your Local Community

We understand the importance of local communities and want to share with you some of the fantastic things the British Heart Foundation have funded within your Universities local area in the last 12months.

- ♥ 18 Heart Start Schemes
- ♥ 320 Defibrillators Awarded
- ♥ 141,747 Free Heart Health Resources
- ♥ 6 Heart Start Groups
- ♥ 125 Establishments CPR trained
- ♥ 18 BHF Retail shops
- ♥ 3 Research Grant



For further information about our research grants please visit the below link;

<https://www.bhf.org.uk/research>

Thank You!

On behalf of everyone at the BHF we would like to thank you for your support. Your ongoing support and end of year campaign along with all the Universities across the UK, is making a real difference in the fight against heart disease.