

PACK FOR GOOD

MAKE PACKING EASIER
BY DONATING UNWANTED STUFF



2019 University Campaign
Evaluation & Impact Report

OXFORD





INTRODUCTION

The BHF University campaign has grown significantly since its launch in 2011 with just one University on board, to over 103 in 2019. Pack for Good is also run with over 40 companies, in over 35 cities, at 220 properties and with 17 Councils across the UK.

The campaign continues to be a great success in terms of providing much needed stock for our network of over 685 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.

Our pack for good microsite has been updated and is widely used by our partners for 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.

We continue to have a successful national partnership across the country with Unite Students and this year successful rolled out the Pack for Good campaign nationally for IQ students.

The BHF University Executives have a social media presence across the country bringing the campaign to life digitally. Most commonly used is twitter, the team have been working in conjunction with new and existing partners to help promote, raise awareness and thank students. Tweets are picked up using the #packforgood and there have been occasions where the main @TheBHF has retweeted.



PAST CAMPAIGN ACTIVITY

City	University	2018 Total	2017 Total	2016 Total	2015 Total	2014 Total	2013 Total	2012 Total
Oxford	Oxford City Council	1933	2777	3325	2823	3918	4165	0
Oxford	University of Oxford colleges	1481	1252	1447	1247	656	964	458
Oxford	Oxford Brookes University	2371	2072	877	915	795	1211	1474
Oxford	Private Providers							

The overall Oxford University campaign is one of the longest running and one of the largest University Campaigns in the whole of the South West Region. Donations from all Areas have been particularly strong from the outset of the Campaign and the involvement of our Partners throughout has been second to none. A slight dip occurred in donations in 2017, but this recovered going into the following year. The Oxford Council reduced street banks from 5 to 3 which obviously saw a fall off on street donations but actually going in to 2019, returns are now consistent.

The main Campaign started back in 2012; with the Council coming on board one year later. The growth and development from the various University colleges has grown throughout and the solid involvement on a large scale of the Oxford Brookes University has helped give the overall campaign

real solidity. The coordination between all partners has made it a well coordinated campaign since conception.

From The British Heart Foundations point of view; the campaign has been traditionally overseen out of our Swindon shop; with all donations being fed into a variety of Oxford shops to increase their sales and balance the workload for the teams on the ground. This has worked well and continues to be the case to date.



2019 CAMPAIGN ACTIVITY

2019 has seen some healthy increases on Donations to the Campaign and an increase as well in sites serviced throughout; giving more students and Colleges the opportunities linked to the Campaign both for the British Heart Foundation and to allow our partners to move forward on achieving reusability and sustainability goals.

Although the Oxford City Council results were down slightly by 8% on the previous year; on the whole results here were stable through the 3 Street Banks that we have.

For our partners at Brookes we saw a healthy increase in Donations again of 2% with a total of 2410 Bags donated. For our partners at the University colleges there was a really good 12% increase on donations. This was specifically because this year we had a number more colleges involved and in fact through the campaign more wanted to be involved meaning that donated increases continued throughout this year from sites that came on board half way through the campaign. With this being the case, for 2020 it will be important to have all partners on board right from the outset with our clear scheduled collection information, as we did have some collection issues again this year which it is really important that we remedy for the year ahead.

Overall this year we had the following sites:

Oxford Brookes University;

- 23 Donation sites in permanent position which vary between our Clothing Banks externally and Donation Boxes internally.

Oxford City Council;

- 3 Temporary Clothing Banks During the campaign and one permanent site.

University of Oxford Colleges:

- 36 separate sites were serviced through the campaign. Only 4 of these are permanent sites throughout the year. At least 5 more came on board as the campaign went along and the sites varied considerably in returns. It will be critical in 2020 that we adhere to the schedule dates from all sides.

Results for this year are as follows:

Oxford Brookes University:

Scheme	Site	2019 P1	2019 P2	2019 P3	2019 P4	2019 P5	2019 P6	2019 P7	Total
Oxford Brookes	G Block	0	0	45	30	19	59	0	153
Oxford Brookes	Crescent	0	0	37	0	0	25	0	62
Oxford Brookes	Wheatley Campus	0	20	0	27	0	0	0	47
Oxford Brookes	Oxford Brookes University - Clive Booth Student Village Hall (2) A Block	20	20	0	18	18	0	19	95
Oxford Brookes	Oxford Brookes University - Clive Booth Student Village Hall (1) S Block	5	17	0	0	0	0	0	22
Oxford Brookes	Oxford Brookes University - Paul Kent Hall - Bin Store Area	0	36	28	34	0	68	0	166
Oxford Brookes	Oxford Brookes University - Sinnet Court	25	10	0	0	0	37	27	99
Oxford Brookes	Oxford Brookes University - Clive Booth Student Village Hall (1) A Block	48	151	31	5	26	56	20	337
Oxford Brookes	Post Grad Building	0	105	37	0	19	16	0	177
Oxford Brookes	Block G	0	12	64	0	0	25	0	101
Oxford Brookes	Block b	0	39	27	0	0	25	25	116
Oxford Brookes	Post Grad Building	0	0	67	30	0	23	12	132
Oxford Brookes	Westminster Halls	0	85	58	31	46	39	0	259
Oxford Brookes	By X Block	22							22
Oxford Brookes	Reception	0	74	78	0	0	42	0	194
Oxford Brookes	Thames street					27			27
Oxford Brookes	Oxford Brookes University - Clive Booth Student Village Hall (2) S Block	21	109	93	30	63	59	26	401

Oxford City Council:

Scheme	Site	2019 P1	2019 P2	2019 P3	2019 P4	2019 P5	2019 P6	2019 P7	Total
Oxford Council	Oxford Council - Corner Botley Road/ Cripsey Road	0	204	215	192	0	0	0	611
Oxford Council	Oxford City Council - Corner of Grays Road and Old Road,	0	183	48	0	0	0	0	231
Oxford Council		0	151	119	130	0	0	0	400
Oxford Council	Oxford City Council -Top of Morrell Ave	0	204	184	142	0	0	0	530

Private Partners:

Scheme	Site	2019 P1	2019 P2	2019 P3	2019 P4	2019 P5	2019 P6	2019 P7	Total
Unite Students	Dorset House	0	25	183	0	34	2	0	244
IQ Students	Alice House	0	0	0	0	0	25	0	25

University of Oxford Colleges:

Scheme	Site	2019 P1	2019 P2	2019 P3	2019 P4	2019 P5	2019 P6	2019 P7	Total
University of Oxford	The Queens College	0	0	0	0	0	52	0	52
University of Oxford	Green Templeton	0	0	0	0	49	0	0	49
University of Oxford	Summertown House	0	0	44	40	128	35	0	247
University of Oxford	Exeter College	0	0	0	39	0	0	0	39
University of Oxford	Exeter College	0	0	0	4	0	0	0	4
University of Oxford	Exeter College	0	55	0	14	0	0	0	69
University of Oxford	Lincoln College	0	0	0	0	18	0	0	18
University of Oxford	Lincoln College	0	0	0	0	0	0	0	0
University of Oxford	Lincoln College	0	0	0	0	0	0	0	0
University of Oxford	Keble College	0	0	0	0	0	0	0	0
University of Oxford	Keble College	0	0	0	0	0	0	0	0
University of Oxford	University College	0	0	0	0	0	0	0	0
University of Oxford	University College	0	0	0	45	0	33	0	78
University of Oxford	Wadham College	0	0	0	48	0	0	0	48
University of Oxford	Merifield (Wadham)	0	0	9	0	0	0	0	9
University of Oxford	Lady Margaret Hall	0	0	71	0	0	0	0	71
University of Oxford	Alan Bullock	0	0	0	0	35	0	0	35
University of Oxford	Corpus Christi College	0	0	0	0	0	0	0	0
University of Oxford	Pembroke	0	0	10	0	0	0	0	10
University of Oxford	Pembroke	0	0	0	37	0	0	0	37
University of Oxford	St Stephens House	0	0	0	0	0	17	0	17
University of Oxford	St Edmund Hall	0	0	22	7	0	0	0	29
University of Oxford	Christchurch College St Alda	0	0	22	33	0	0	0	55
University of Oxford	Trinity College	0	0	0	0	0	0	0	0
University of Oxford	Wycliffe Hall	0	0	0	0	0	0	0	0
University of Oxford	Oriel College	0	0	2	36	0	0	0	38
University of Oxford	Oriel College	0	0	0	0	0	0	0	0
University of Oxford	Oriel College	0	0	0	0	0	0	0	0
University of Oxford	St Anne's College	0	0	48	0	0	0	0	48
University of Oxford	St Anne's College	0	0	0	0	0	30	0	30
University of Oxford	St Peters College	0	0	0	35	0	0	0	35
University of Oxford	Kellogg College	0	0	0	0	0	14	0	14
University of Oxford	Graduate Accommodation	22	55	55	145	105	0	0	382
University of Oxford	Mansfield College	0	0	0	0	0	0	0	0
University of Oxford	Mansfield College	0	0	0	0	35	0	0	35
University of Oxford	St Benets Hall	0	0	12	7	0	0	0	19
University of Oxford	Hartford College	0	0	0	19	0	30	0	49
University of Oxford	St Catherines	0	0	58	0	0	0	0	58
University of Oxford	Nutfield College	0	0	0	0	19	0	0	19
University of Oxford	Williams College	0	0	0	30	0	0	0	30
University of Oxford	Colleges	0	0	18	0	0	0	0	18
University of Oxford	Colleges	0	0	0	0	50	0	0	50
University of Oxford	Colleges	0	0	21	0	0	0	0	21
University of Oxford	New College	0	0	0	0	0	0	0	0

In September this year, Tim Reeves took over the role of University Account executive for the South West Region for the BHF. Tim has 16 years experience with the charity and is keen to work closely going forward with all our partnerships in Oxford. In January 2020 we will meet to discuss this years completed campaign and the 2020 one; to make sure that we can maximise all opportunities to work together. Also to make sure that the campaign runs as smoothly as possible throughout. This year the campaign was managed on the ground by Val the manager of our Swindon branch again with Stan the shops driver. In 2020 we will support Stan with collections to make sure that all collections are achieved according to schedule. The Area manager was very supportive throughout the campaign too and 2020 can only see us progress onwards and upwards.



Volunteers, Events, Social Media and Press

Going into 2020 there are so many opportunities for the British Heart Foundation and our University partners to work together. Apart from the obvious with all our Pack for Good Collection points to allow students, staff and the general public to recycle to us; there are a multitude of further opportunities.

Emma Atkins	Oxford Brookes	Oxford	CPR	29/03/2019
Emma Atkins	Oxford Brookes	Oxford	PFG Promo Event	30/04/2019

In early 2019 as well as in previous years the British Heart Foundation has trained students and Staff in life saving CPR Skills. These are always enjoyable sessions that train in vital lifesaving skills but offer an opportunity for colleagues to train with friends and have some fun while doing it. In 2020 we hope to do a number more of these events across all partnerships.



We have opportunities to do Pop up shops on campus sites at key times though the academic year. Particularly popular are Homewares shops on arrival day for the new intake of students and particularly for the International students looking to furnish their rooms with those essentials.

Volunteering opportunities exist for any students who would like to volunteer out in the community and work in our shops. We have a number of shops both centrally and all around Oxford always looking for volunteers to help them process all the donations we have in on the back of the campaign.

Social media also is key. We need to work closely with all our partnerships to both show what we do as a charity and also all the marvellous work that the Universities do. The BHF have all the social media platforms upon which we can spread this both locally and nationally.



CAMPAIGN STATISTICS 2019

Key Results for 2019 Pack for Good Campaign:

Bags Donated

Oxford Brookes University

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2018 – 31 st March 2019)	1008	£14,112
Campaign data (1 st April – 31 st Sep 2019)	2410	£33,740
Total	3418	£47,852

Bags Donated

Oxford City Council

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2018 – 31 st March 2019)	0	£0
Campaign data (1 st April – 31 st Sep 2019)	1772	£24,808
Total	1772	£24,808

Bags Donated

Combined Private Partners

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2018 – 31 st March 2019)	0	£0
Campaign data (1 st April – 31 st Sep 2019)	269	£3,766
Total	269	£3,766

Bags Donated

University of Oxford Colleges

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2018 – 31 st March 2019)	421	£5,894
Campaign data (1 st April – 31 st Sep 2019)	1713	£23,982
Total	2134	£29,876

Bags Donated

Complete City Wide Campaign 2019

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2018 – 31 st March 2019)	1429	£20,006
Campaign data (1 st April – 31 st Sep 2019)	6164	£86,296
Total	7593	£106,302

Environmental impact



Equivalent of **60.7** Tonnes of items diverted from the waste stream

Your donations have helped save 617,744 of CO2 greenhouse gas emissions

Your donations have saved the weight of 10.1 elephants in waste going to landfill



Furniture and Electrical items

Furniture and Electrical items donated value £0



Total raised for the British Heart Foundation

Based on estimated £14 bag value, the total raised in monetary terms for the British Heart Foundation: **£106,302**

Total raised Since 2012:

Since the campaign first began in Oxford you have now raised: £619,178!!

CITY	University	2012 Total	Oct 2012-Mar 2013	2013 Total	Oct 2013-Mar 2014	2014 Total	Oct 2014-Mar 2015	2015 Total	Oct 2015-Mar 2016	2016 Total	Oct 2016-Mar 2017	2017 Total	Oct 2017-Mar 2018	2018 Total	Oct 2018-Mar 2019	2019 Total	Oct 2019-Mar 2020	Totals
Oxford	Oxford City Council	0	0	4165	0	3918	0	2823	0	3325	0	2777	248	1933	0	1772	0	20961
Oxford	University Colleges	458	0	964	0	656	0	1247	0	1447	0	1252	333	1481	421	1713	0	9972
Oxford	Oxford Brookes	1474	0	1211	0	795	0	915	0	877	0	2072	21	2371	879	2410	0	13025
Oxford	Private Partners	0	0	0	0	0	0	0	0	0	0	0	0	0	0	269	0	269
	#bags	1932	0	6340	0	5369	0	4985	0	5649	0	6101	602	5785	1300	6164	0	44227
	@£14.00	£27,048	£0	£88,760	£0	£75,166	£0	£69,790	£0	£79,086	£0	£85,414	£8,428	£80,990	£18,200	£86,296	£0	£619,178
	Plus Furniture Donations	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	Grand Total	£27,048	£0	£88,760	£0	£75,166	£0	£69,790	£0	£79,086	£0	£85,414	£0	£80,990	£18,200	£86,296	£0	£619,178



ABOUT THE BRITISH HEART FOUNDATION



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

Heart transplants. Clot busting drugs. Pacemakers. Breakthroughs born from visionary medical research. Research you fund with your donations.

Heart and circulatory diseases kill 1 in 4 people in the UK. They cause heartbreak on every street. But if research can invent machines to restart hearts, fix arteries in newborn babies, build tiny devices to correct heartbeats, and give someone a heart they weren't born with - imagine what's next.

We fund research into all heart and circulatory diseases and their risk factors. Heart attacks, heart failure, stroke, vascular dementia, diabetes and many more. All connected, all under our microscope. Our research is the promise of future prevention, cures and treatments.



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

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.

The promise to protect the people we love. Our children. Our parents. Our brothers. Our sisters. Our grandparents. Our closest friends.

**You and the British Heart Foundation.
Together, we will beat heartbreak forever.**



HOW YOUR DONATIONS MAKE 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

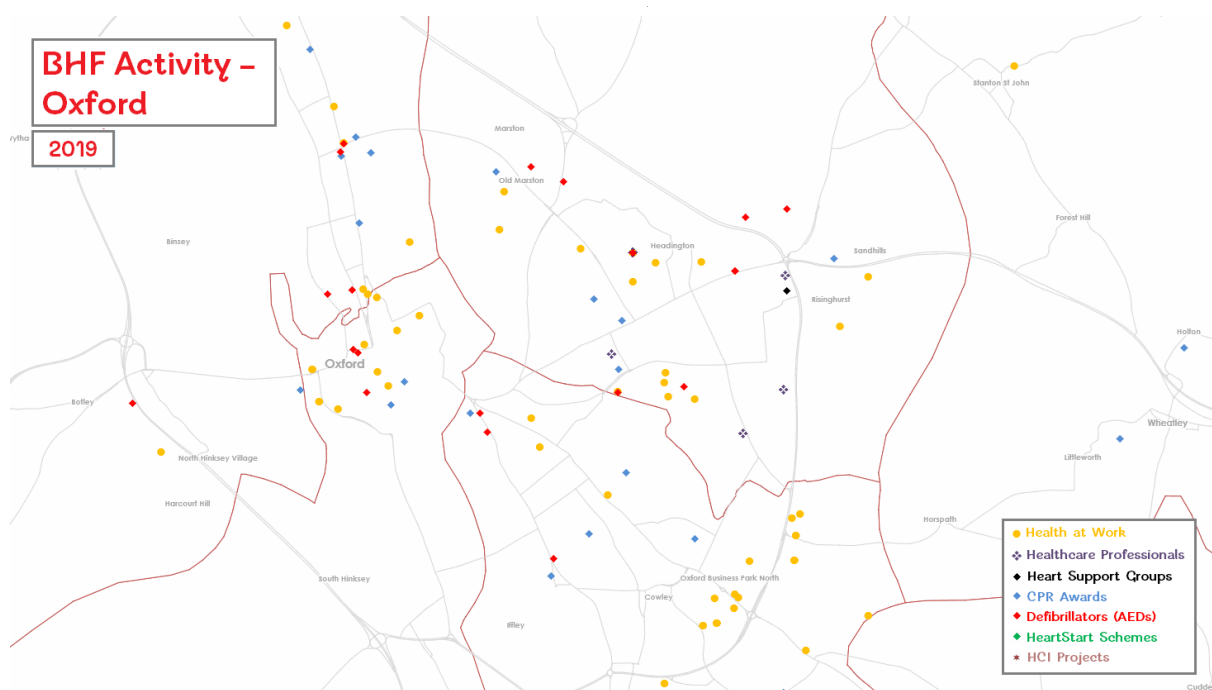
team's right across the UK on projects to better understand how to diagnose, prevent, treat and cure heart disease.

- 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 BHF has funded within your Universities' local area in the last 12 months.



- ♥ 44 Health at Work Schemes
- ♥ 19 Defibrillators Awarded
- ♥ 2 Dedicated Heart Professionals in the Community
- ♥ 3 Heart Start Groups
- ♥ 21 CPR Training sessions completed
- ♥ 5 BHF Retail shops



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, Councils & Private student hall providers across the UK; it is making a real difference in beating heartbreak forever.