180Degrees

CONSULTING

BRISTOL

Branch Introduction & Coronavirus Update
April 2020.

WHO ARE WE?

180 Degrees Consulting is the world's largest consultancy service for non-profits and social enterprises.

The branch works exclusively with senior stakeholders of charities and social enterprises such as CEO's, Trustees and Directors and offer **pro–bono** consulting services with the view of helping them maximise their social impact.

The branch was founded in 2019 with the view of providing the students of Bristol with a platform to apply their studies, develop critical skills and make a lasting impact. We are proud to be one of the world's only collection of students helping charities leverage the capabilities of data science & technology.

WHY WE EXIST:
A GAP IN THE MARKET

students   180 Degrees Consulting   socially-conscious organizations

CORPORATE PARTNERS

Capgemini

accenture

NEWTON

TATA CONSULTANCY SERVICES

DATA³

OUR NORMAL SERVICES

BUSINESS STRATEGY

We've helped management teams build & implement both long & short term innovative solutions to a wide variety of problems.

REVENUE GENERATION

By evaluating existing income streams, and identifying new innovative ones we've helped charities raise emergency funds and build sustainable income models.

MARKET ENTRY

We've helped charities expand into new markets – both by growing their product & service offerings as well as helping them establish a presence in new international or local markets.

SOCIAL MEDIA / MARKETING

We've helped completely build marketing strategies, while offering our clients support with the running of social media and designing of content.

MARKET RESEARCH

With the specialized teams to do so, we've been able to aid charities by conducting specific market research to ensure that efforts are concentrated for maximum impact.

OPERATIONAL EFFICIENCY

By helping charities to streamline their key process and inefficiencies, we help charities evaluate and shape their service delivery to ensure the optimal allocation of resources to bring about social impact.

DATA SCIENCE

BUSINESS INTELLIGENCE

We turn existing data into actionable insights by using modern day BI tools to visualize key insights and trends.

Outcome: Interactive dashboard

MACHINE LEARNING

We build algorithms and predictive models which learn from data sets and help uncover hidden relationships.

Outcome: Trained machine learning model

ANALYTICS

We use statistical models to analyze your data and draw meaningful insights enabling more informed, data-driven decisions.

Outcome: Low-level Research Report

PROJECTS

August 2019 – May 2020

15 CHARITIES SUPPORTED

TERM 1

PROJECT 1: Bristol Children's Charity
Social Media & Outreach Strategy

PROJECT 2: The Mummy MOT
Operational Efficiency & Corporate Partnerships

PROJECT 3: Aroma Community Partners
Micro-Business Scheme & Sustainable Growth Strategy

PROJECT 4: Evolvin' Women
Social Media & Marketing Strategy

TERM 2

PROJECT 5: Allied Forces Foundation
Growth & Marketing Strategy with social media analytics

PROJECT 6: Bristol Nightline
Social Media, Fundraising & Supporter Journey

PROJECT 7: Women for Women International
Market Entry & Marketing Strategy

PROJECT 8: Change With Change
Start-Up & Growth strategy

PROJECT 9: Variety SW
Digital Fundraising Campaign & General Strategy

PROJECT 10: HappyMaps
Data Analytics (website), Fundraising and Growth Strategy

PROJECT 11: Make-A-Wish Foundation
Growth & Fundraising

DATA

Project 12: Age UK Bristol
Finance dashboard & machine learning e.g. predictive analysis

PROJECT13: HappyCity
Sentiment Analysis & Natural Language Proccessing (NLP)

PROJECT14: Above & Beyond
ML for Supporter Journey, NLP & Balanced score card

PROJECT 15: St Peter's Hospice
Supporter Journey, NLP, ML and Data Engineering

NOTABLE PROJECTS

HappyMaps is an online resource for parents worried about their children's mental health. Founded by a GP, it is supported by both Bristol Mind and the NHS.

- Designed marketing and social media material as well as an implementation strategy.
- Automated custom awareness communications to 49,000 schools in the UK.
- Re-built the website in WordPress to lower fixed costs and improve user experience.
- Used Google analytics and publicly available datasets to tailor website content.
- Supported the organisation in becoming a registered charity and built a sustainable income model.

Women for Women International helps women survivors of war rebuild their lives. They've helped 500,000 women survivors of war in 8 post-conflict countries.

- Designed the distribution, growth and social media/marketing strategy required for the organisation to enter Germany.
- Supported management in the execution of our strategy from both a practical perspective.
- Designed marketing content which was used across all relevant channels.

STRATEGY

Centre for Thriving places works with local authorities, organisations and individuals to provide practical pathways to measure, understand and improve wellbeing.

- Used machine learning (NLP) to identify the sentiment expressed in tweets.
- Built a system which downloads every tweet in the UK grouping them by local authority area before assigning a positivity score to each pool of tweets.
- From this we have developed the methodology to produce an index which is now used by local authorities to understand happiness within their community real-time.

St. Peters Hospice is the UK's largest regional charity raising £18m a year and is Bristol's only adult hospice for life limiting illness'.

- Rebuilt their supporter journey using donor data, machine learning and modelling to understand the flow of users and value through the organisation.
- Used NLP to understand what themes were driving high-value donations to allow the marketing team to build more targeted campaigns.
- Built interactive dashboards for event participation and donations to help the team in the planning and execution of critical fundraisers.

DATA SCIENCE

INITIAL COVID-19 RESPONSE

Age UK Bristol sit at the fore front of supporting the elderly people on Bristol providing those in quarantine with food parcels, medication and essential supplies.

- Built a 'Coronavirus Emergency Appeal' campaign which is about to go live.
- Designed content, distribution strategy and organised vital partnerships.
- Worked with volunteers and other leading charities to design and implement a virtual activities program which will be available to the 60,000 elderly in Bristol.
- Helping design entertainment content which will be delivered every 3 weeks to 3,000+ elderly that have zero means of accessing digital content.

Variety, the Children's Charity is the UK's leading charity for disadvantaged and disabled children raising £8m a year.

- Designed a 'Smiling through Isolation' booklet for parents of disadvantaged children on how to keep their children entertained and busy during lock-down.
- Material designed is due to be distributed throughout entire network and sent directly to approximately 2 million parents.
- Have been asked to completely restructure the Great Days Out program (2 million children large program) so it can be relaunched after the global crisis.

180 Degrees Consulting Bristol has joined Catalyst, a charitable initiative to increase the resilience and responsiveness of UK Civil society through digital, design and data. Catalyst is an alliance of civil society organisations, funders and digital agencies.

Catalyst exists to help connect and amplify efforts to help the sector's response and to ensure we support each other through these challenging times.

180 Degrees Consulting Bristol looks forward to lending the program our data science capabilities in the hope of creating scalable solutions which the entire charitable sector can benefit from in these unprecedented times.
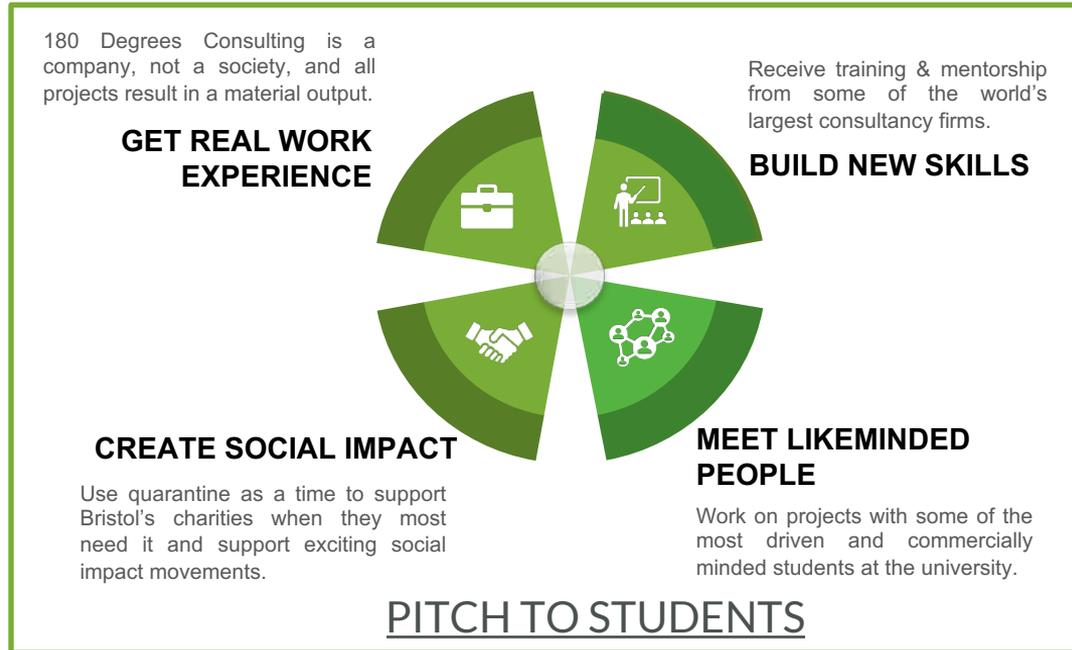
CORONAVIRUS STUDENT SUPPORT SCHEME

The **charitable sector is one of the worst hit** globally by COVID-19 so we're trying to leverage the student population of Bristol to support as many charities in the city as possible.

We're opening our doors up to all students and, with the support of our corporate partners, will be running projects through summer for students in isolation looking to develop new skills and make a genuine impact.

Projects will be in groups of 4 and students will be working closely with key players and senior stakeholders within exciting charities **who need our help more than ever.**

We're working with local government to try and get as many charities on board and projects up and running as soon as possible. Students will have the option to wait until after exams to start projects, however training will go ahead sooner.

180 Degrees Consulting is a company, not a society, and all projects result in a material output.

GET REAL WORK EXPERIENCE

Receive training & mentorship from some of the world's largest consultancy firms.

BUILD NEW SKILLS

CREATE SOCIAL IMPACT

Use quarantine as a time to support Bristol's charities when they most need it and support exciting social impact movements.

MEET LIKEMINDED PEOPLE

Work on projects with some of the most driven and commercially minded students at the university.

PITCH TO STUDENTS

CORONAVIRUS SERVICES

Digitasation of existing and new services
Let us help you move existing services online and support you in their execution so you can continue to create impact in an fast paced and ever-changing global environment.

Social Media/Marketing
With all touchpoints now being digital, it's more important than ever to have a strong and impactful online presence. We're happy to help run social media and build impactful marketing strategies and content.

Fundraising ideas & strategy
We'll evaluate income streams, and help identify new means charities can be raising funds. Students will then work with management to build a long-term execution strategies for potential fundraisers and new income streams.

Post-Crisis Service & Strategy Design
The world is going to look completely different on the otherside of the crisis and organisations of all sizes will have to adapt. We're helping build new services and long-term strategies which will support organisations in the transition.

Mission Support/Ad-Hoc tasks
Every charity exists with a different mission and therefore has different objectives. With furloughed staff it can seem like it's going to be impossible to meet those objectives, so we're offering all the man power we can to support charities in fulfilling their mission.

Data Analytics & Machine Learning
We can help understand trends and relationships within existing data sets, while also being able to analyse the impact of Coronavirus on your operations using machine learning.
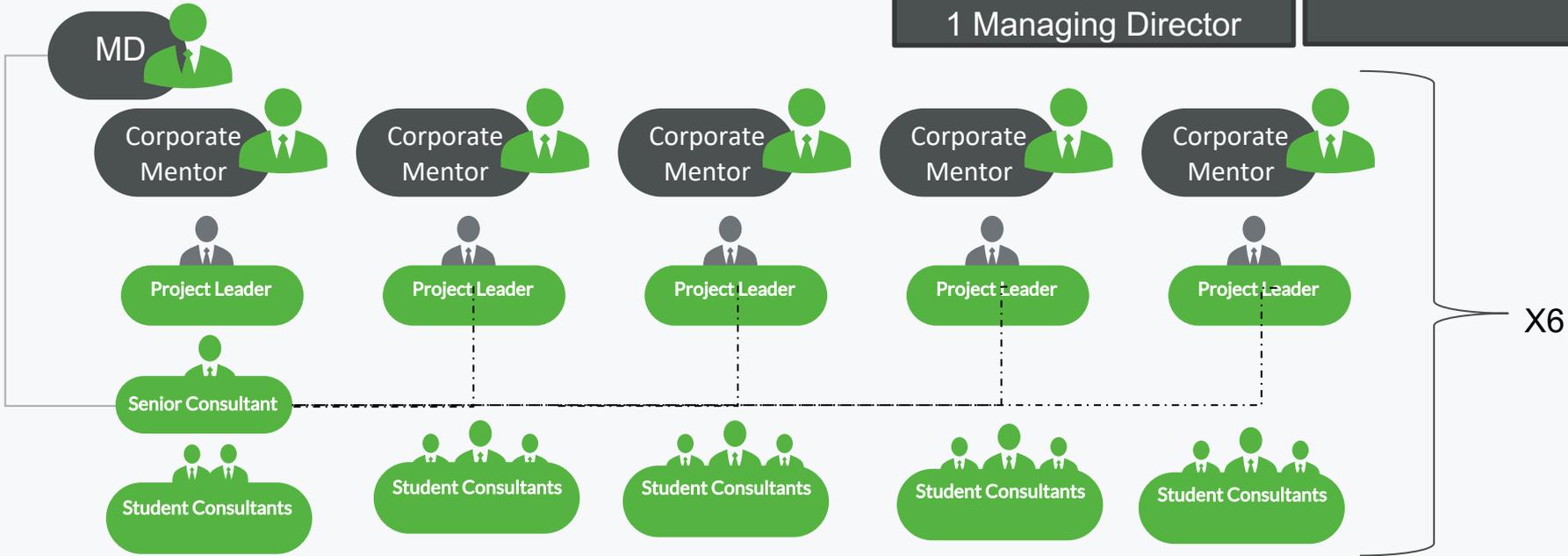(Bristol Branch Only)

Every student on the scheme will be trained to provide advisory in all of the above areas.

Charities will then have the option to state which services they are most interested in for the sake of project allocation and maximising impact.

ORGANISATIONAL STRUCTURE

120 Students
30 Team Leaders
6 Senior Consultants
1 Managing Director

30 Charities.

MD

Corporate Mentor

Corporate Mentor

Corporate Mentor

Corporate Mentor

Corporate Mentor

Project Leader

Project Leader

Project Leader

Project Leader

Project Leader

X6

Senior Consultant

Student Consultants

Student Consultants

Student Consultants

Student Consultants

Student Consultants

6x Senior consultants will sit on projects while overseeing 4 other projects. Project leaders will alternate each week between a meeting with a corporate mentor and a meeting with the senior consultant & another project leader. These meetings will occur at the same time every week, with mentors therefore involved every second week. Senior consultants will then meet two projects at the same time for maximum efficiency and to give projects a chance to share learnings.

6x Senior consultants will then feedback to Jack, Managing Director, relevant updates on the projects.

CONTACT US

Jack Elliott
Co-founder and **Managing Director**
Previously: Head of Data-Driven Consulting
- Economics & Finance, graduating 2021
- jelliott@180dc.org
- www.linkedin.com/in/jackgaelliott

Immy Ireland
Senior Consultant
+ President, Bristol Peace of Mind Society (Mental Health)
- Economics & Accounting, graduating 2021
- iireland@180dc.org
- www.linkedin.com/in/imogen-ireland-714840194/

https://180dc.org/

@bristol180dc

https://www.facebook.com/180dcbristol/