

## Project Plan

### CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
#BestNightIn	September	May 2019

<b>Lead Officer/Rep</b>	Amanda Campbell White and Matt Hayes	<b>Officer Support</b>	All officers
<b>Staff Support</b>	Rose; Tom; Abi; Rhys	<b>Exec Support</b>	Matt Hayes

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>Some students who do not want to go out clubbing or on nights out do not feel a part of the ARU community</p>	<p><i>How do you know it's a problem?</i></p> <p>One question survey? Or a Facebook poll?</p> <p>NSS data stuff; look at some way of measuring students on campus who don't drink, who want to reduce drinking</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>To provide a student community with events and options that means they can still feel a part of ARU without going on nights out.</p>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>Aim is to provide students with inclusive alternatives and supplements to nights out. Students don't have to worry about going out if it is not their thing.</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p>
	Students will have an alternative option to going out
	Student to feel a part of the community through Night In events
	Students will have fun and an enjoyable time with Best Night In
	Students will be provided with Non-Alcohol events
	Wider student participation will occur

Key Stakeholders	How to get them on board
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
Students	GOAT to students and evidence
Student services	DAVID and evidence
Residential	Talk through project//evidence
Societies	GOAT/evidence
Faculty	Talk to Shaun//HODS about events going on

### Project Team and responsibilities

*Who is going to help you and what are their responsibilities?*

Officers  
Exec committee  
Rose/Meg

Consultation/Approval	Date	
Campaigns Coordinator		✓
Executive Committee		✓
Students		✓

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<i>What will the outputs of the project be (an event, a facebook group)</i> <ul style="list-style-type: none"> <li>Nights In the SU space with games (board and computer), food (soft drinks and snacks), activities (face masks, pamper stuff).</li> </ul>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i> <ul style="list-style-type: none"> <li>Comms</li> <li>Commercial</li> <li>Activities (Abi)</li> <li>Campaigns</li> <li>Residential services</li> <li>Officers</li> <li>Student services</li> </ul>	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
		Feedback from students on events
		See how many students answer my survey or Facebook poll
		See how many societies would like to get involved in events.

<ul style="list-style-type: none"> <li>- Academy/92 will hold film nights for us for the event with the bar open.</li> <li>- Small research project about what students want instead of nights out.</li> <li>- Toast tuesdays</li> <li>- A website hub (inspiration from Yummy + University of Portsmouth SU) where we can share quick and simple student recipes.</li> <li>- Basic advice on how to use kitchen equipment like a microwave and toaster. Also highlight basic hygiene and respect for mutual living space.</li> </ul>		Hold 4 'Best Night In' events throughout the academic year

### Detailed Timeline & budget

Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
September	Talk to comms	Give comms designs briefs for Facebook, website and flyers etc	Me/Matt/Comms	N/A
September 2018	Food safety	Health and food safety training in prep for toast Tuesdays	Me/Matt/officers//bar staff??	N/A

October	Best Night In event (every other month i.e.: December, February and April)	<p>First event 9<sup>th</sup> October. Collaboration with societies to be involved in first event (TAGS, harry potter, arts and crafts etc).</p> <ul style="list-style-type: none"> <li>- Discuss with Tom and Rhys about what food//soft drinks we can provide and are financially available.</li> </ul>	<p>Me and Matt</p> <p>Me/Tom.</p>	£50 per event
October 2018	Comms	Give designs briefs in etc to comms for December Best Night In event	Me	N/A
November	Small researching project	NSS and own data collection through Facebook polls etc	Me	N/A
November	Talk to comms about Website hub	Talk to comms to create the website hub. A website hub (inspiration from Yummly + University of Portsmouth SU) where we can share quick and simple student recipes// offer basic advice on how to use kitchen equipment like a microwave and toaster. Also highlight basic hygiene and respect for mutual living space.	Me//comms	N/A
November	Toast Tuesdays – coincides with Best Night In//Out	Creating a place once a month where students can come together to eat, socialise and feel a part of the community	Officers	£80.00. Budgeted £10.00 per event for 8 events (BIN/O) in the whole year.

December	Best Night In event	Games consoles for games night. To talk to residential services about renting them out and then returning the next day	Me//or Rhys to arrange.	£50.00
December	comms	Give designs briefs in etc to comms for February Best Night In event	Me/comms	N/A
January 2019	Research project	Produce research findings	Me	N/A
January 2019	Website hub	Website is up and ready for students etc to put resources//recipes etc in	Me//officers	N/A
February 2019	Best Night In event	Best Night in collaboration with Film viewing society	Me//matt/society	£50.00
February 2019	Comms	Designs briefs sent off to comms ready for Best night in event for April	Me/Comms	N/A
April 2019	Best Night In event	Academy event	Me/Matt/Rhys	£50.00

**TOTAL COST: £**

## Campaigns Budget Form

*Please submit alongside project plan or update*

Name: A + M Role: Officers  
 Dates: 09/10/2018  
 Which campaign is this for?: Best Night In Date of Executive Committee: 29/08/2018

What are you delivering:	Estimated Cost	What and Why You Need This:	Amount Approved	Amount Spent	Items Purchased	Date Spent
<i>October best night in event</i>	£50.00	supplies for activities/food/soft drink so students can have a good time				
<i>December Best Night In Event</i>	£50.00	supplies for activities/food/soft drink				
<i>February best night In event</i>	£50.00	activities/food/soft drink				
<i>April Best Night In event</i>	£50.00	activities/food/soft drink				
<i>Toast Tuesdays</i>	£80.00	Toast and toppings for the whole year				
<i>Flyers - double sided to correlate with Best Night Out</i>	£80.00	Promotion				
	£360.00		£0.00	£0.00		
<b>Total Requested</b>			<b>Variation between Amount Approved</b>	£0.00		