

Project Plan

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
#BestNightOut	2 nd Oct 2018	3 rd Oct 2018

Lead Officer/Rep	Amanda Campbell White	Officer Support	Matt
Staff Support	Rose; Tom/Rhys/Tony	Exec Support	Kyia

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>The nightlife culture is seen to normalise sexual harassment, ignores sexual health and naive to drug culture.</p>	<p><i>How do you know it's a problem?</i></p> <p>We have gathered data from various external sources</p> <ul style="list-style-type: none"> - Direct from gov.uk, number of 20-24 year olds who attended sexual health services increased by 67,000* people from 2013-2017. (*Rounded up amount). - In a recent NUS survey, 39% of students surveyed supported that they currently used drugs. - Quoting Nus taking the hit report: respondents were least likely to report using drugs in student union venue such their bars. - Revolt sexual assault group: of students surveyed 62% said they had been sexually assaulted/harassed. - A third of female students in Britain have endured a sexual assault or unwanted advances at university, stark new research conducted for The Telegraph shows. 	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>Safe nights out for students</p>

Aim	Objectives
<i>What is the purpose and broad activity of the campaign?</i>	<i>What are the specific objectives of this campaign? What will it achieve?</i>

Promoting safer nights out	Students will have a safe night out
	Students will enjoy their time our own safe venue on campus
	Students will learn the risks of nights out, drugs, sexual assault/health and so forth.
	Provide sexual health pack to give out to students
	Students will be informed of the advice service at the students' union
	Students will be aware of the advice and wellbeing resources around all areas of night out culture/life.

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	Talk to students, discuss night out options on their home campus.
Student Services	Already spoken to David, continue discussions and ask for promotion on campaign//events.
Security	Let them know events going on and times of events
Residential	Discuss idea
Advice team	Refer students who are stressed or worried about going out etc.

Project Team and responsibilities
<i>Who is going to help you and what are their responsibilities?</i>
Officers
Exec committee
Commercial

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>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
<ul style="list-style-type: none"> Night out event every other month across campus (Cambridge students) and 92 (Chelmsford). 	<ul style="list-style-type: none"> Comms Commercial Activities (Abi) 	Keep in contact with all teams involved in the project, follow up meetings and emails

<ul style="list-style-type: none"> - Sexual health pack to be distributed at the event. - Written resource: campus specific guide - SU own version of Ask Angelia or the alternative - University commitment to a bar on Cambridge Campus - Drink Aware crew training (welfare campaign) to happen in Cambridge and Chelmsford - At least one event with some form of testing in terms of either sexual health or drugs etc. - ARU specific research project - To have all bar staff trained on creating a safe environment free from sexual harassment, creating a culture of belief and practical support amongst all union staff. (Bringing in the bystander//Good night out training). - Bring your own food to Pre bar (highlights communal living, safer night by encouraging eating before drinking, using leftover food from canteen that goes off that day means more sustainable??) - Toast Tuesdays 	<ul style="list-style-type: none"> - Campaigns - Student services - Officers 	<p>See how many students answer my Facebook poll, analyse the data responses.</p> <p>Engagement of how many students come to the event</p> <p>Have all bar supervisors trained on the Bystander</p> <p>For the Academy to sign a venue agreement and receives a Good Night Out Campaign Training certificate.</p> <p>Have 100 sexual health packs handed out within the academic year</p> <p>Have 1 event with sexual health testing involved (Terrance Higgins trust... etc)</p> <p>Have all bar supervisors trained in the drink aware crew</p> <p>Have all student staff trained on the good night scheme and Bringing in the bystander</p> <p>Have 10 Wednesday pre bar events where students bring in their own food</p>
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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 2018	Designs briefs to comms	Design briefs for Facebook and su website etc etc//promotion of events	Me//Comms	N/A
September 2018	Goodie bags	Order goodie nags for all events	Me/Matt	£20 for 120 bags.
September 2018	Inflatables	Order inflatables for Best night out October event	Me/Matt	£40.00
October 2018- June 2019	Bring your own food	Bring your own food to pre bar every Wednesday (encourage sustainable eating//eating before nights out)	Me/officers	N/A
October 2018	Best night out event	Academy best night out event arranged for 2 nd already on calendar on website and space booked for our use	Me, Rhys (maybe officers help).	£20.00
October 2018	Research gathering	NSS/Student survey// su website survey on Cambridge nightlife... gather info for permanent bar and nights out in Cambridge.	Me/ maybe Matt	N/A
November 2018	Toast Thursdays (once a month)	From 6pm-9pm. Interchangeable with Night In campaign. Make toast for students in the student space to encourage eating before a night out (Cambridge) Chelmsford 92.	Me//Officers	N/A already requested in Best Night In.
December 2018	Meeting with Comms to talk about the write up of resource guide	Writing up the resource guide and create the webpage	Me/Comms	N/A
December 2018	Best Night Out	Academy event		£20.00

January 2019	Talk to comms	Comms designs briefs ready for Best night out for Feb		N/A
January 2019	Resource Guide (Online)	Guide to safer nights out released online	Me//Matt Hayes//comms	N/A
February 2019	Best Night out	Academy event		£20.00
February/March 2019	Good night out training//Bringing in the bystander	Training opportunities for SU student staff	Me/Kia/Rhys/Rose	N/A
March	Talk to comms	Designs briefs etc ready for Best Night out event		N/A
April 2019	Alcohol Impact scheme	Discussion with the VC about opting onto this scheme	Me/Tom/VC	Free for union (Uni are encouraged by NUS to pay for this)
April 2019	Best Night Out event	Academy	Me/Rhys	£20.00
May 2021 (estimated year for the bar)	Permanent bar for Cambridge	Over this academic year I will be developing a research report for the VC using first hand data collection Survey as well as NSS etc etc.	Me//Rose	N/A
September 2019	Alcohol impact scheme	University will have opted in for us	Tom/VC	N/A

TOTAL COST: £

Research

Is this issue found across many universities? Show evidence.

Has this issue been solved successfully by any other SUs or universities? Show evidence. Look for creative problem-solving, institutional similarities (comparators), and data.

<http://www.goodnightoutcampaign.org/students-unions/>

Is there any other research that you have come across that supports solving this issue?

<https://www.downyourdrink.org.uk/>

Campaigns Budget Form

Please submit alongside project plan or update

Name: A + M Role: Officers
 Dates: 02/10/2018
 Which campaign is this for?: Best Night Out 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 Out event</i>	£20	items for the goodie bags to provide students with something fun and that they will want				
<i>December Best Night Out event</i>	£20.00	items for the goodie bags				
<i>February Best Night Out event</i>	£20.00	items for the goodie bags				
<i>April Best Night Out event</i>	£20.00	items for the goodie bags				
<i>Small bags for goodies giveaway X 120 bags</i>	£20.00	To put our condoms and resources into for every event				
<i>Inflatables</i>	£40.00	To create a fun atmosphere and to spark conversation, will entise people into the event. We can also reuse for future events				
<i>Stickers (300 for 50mm X 50mm) from: https://www.stickermule.com/uk/cart</i>	£90.00	To put on the goodie bags and give out to students when we GOAT. Will spark conversation when people see the stickers around campus.				
Total Requested	£230.00		£0.00	£0.00		
				Variation between Amount Approved	£0.00	