

**FINANCE AND RISK COMMITTEE**  
**COVER SHEET**

<b>Title:</b>	<b>Summer Ball 2017</b>
<b>Agenda item:</b>	6
<b>Action requested:</b>	<b>For information</b>
<b>Executive Summary:</b>	<b>Please summarise:</b> <ul style="list-style-type: none"><li>• To outline a review of the 2016 Summer Ball and discuss the plans for the 2017 ball.</li><li>• Lessons learnt are highlighted in section 4</li></ul>
<b>Summary of recommendations:</b>	<b>No recommendations to me made</b>

## Summer Ball 2017

### 1. Introduction

This report will review the Summer Ball 2016 event. It will cover the following points, Acts & Entertainments, spaces, sales, learning points and 2017 mile stones.

### 2. Acts and Entertainments

#### 2.1 Headline Act

This year we managed to secure Sigma as our headline act. This was a great booking and when this was announced, it was very well received. Unfortunately, shortly after we announced this, we were notified by the acts agent that they will no longer be playing the event. This was in line with the contract that stated that they are able to pull out from the event 30 days before the event.

Luckily our booking agent was able to secure us another act within a week of this and when we announced this change we had very little negative responses. The new act was DJ Fresh, which has a similar level of profile to the original act.

Even though this was very inconvenient it was an interesting process to go through and we have learnt more about what our members want from the event as a result.

Whilst we know that some people that attend the event are not concerned about a headline act at all, we did also know that for others the act is the main attraction for the event. We know that some people are not focused on the headliner due to the responses from the post event survey and the strength of the early bird sales. Likewise we also know that the headline act is important for others as in 2013, when we were unable to secure an appropriate profile acts for the event, sales suffered dramatically. In fact 2013 was the lowest tickets sales out of all the events over the past five years.

So what we learnt this year was that while the act is important for some of our members, it isn't necessarily the act itself that is the draw, rather it is the perceived profile of the act that is important. Whilst this was a difficult position for us to be in, it should be noted how well the working group responded to this situation, especially the Marketing team.

The clause that allows the act to pull the show up to 30 days in advance is standard in these contracts and we will not be able to secure an act without this clause in place due to our lack of buying power in this market place. So with that in mind, we only have two options for future events:

- a. Do not announce the headline act until the event is 30 days away
- b. Continue as we have for this event and react as we have in the unlikely event of an act pulling out on us.

It is felt that option a, would have a negative effect on ticket sales and make communications about the event more difficult. This would also affect our ability to action other aspects of the ball planning as we hold certain aspects back until we are sure we are on target in regards to ticket sales. It is also unlikely that we would encounter this issue again in the near future. So we intend to plan the 2017 event following option b to do so.

#### 2.2 Other Professional Acts

This year we hired a Karaoke band to perform in the Queens Tower Room. This proved to be very popular. However as their set length was long, we struggled to fit in all the student acts that wished to perform.

In the h bar we also had a silent disco perform from 11pm. We have done this in the past and again was well received and also has the added benefit of not making any noise to cause issues with the h bars very close residents.

### **2.3 Student Acts**

Again this year we had student bands performing in the Queens Tower Rooms, and the h Bar. Student DJ's also performed in the Great Hall, Metric and FiveSixEight. All the tech support for all the act where again supplied by the Drama Society and the Jazz and Rock Society.

We also managed to fit the Wind band Society into the event by having them play on the lawn. This worked very well as they could play as long as they wished, and they also added a great atmosphere to the lawn area.

### **2.4 Entertainments**

We provided three major fun fair rides this year which were, The Big Wheel, Dodgems and Meteorite. However we also added a two small side shows this year. These were a coconut shy and a High Striker. These were well used, however we feel that would have got more use if they were placed to be used as people queued for the major rides.

We also provided a fireworks show, as we do every year. This was again a great success, but we will need to look at crowd management for the part of the event for next year, as some student ran into the drop zone, which placed them at risk.

New for this year was the casino room. This was a service provided by an external company, of which there were three tables, Blackjack, Roulette and Poker. This room was steady throughout and added variety to the types of entertainment provided.

The photo booth proved to be popular again this year; however the supplier had transport issues on the day, so was unable to open on time which generated large queues for this service. Even so, it may be worth investing in two photo booths next year, as part of the issue is the increased capacity of the event.

We also managed to accommodate the pole Dancing Society's request to perform, by letting them perform in-between live music acts in the Queens Tower Rooms.

The three Vintage Car Societies also provided rides from the main entrance.

## **3. Spaces**

We used the same spaces as in the year before, with the addition of the library cafe. Having this space increased the capacity from 1700 to 1800.

This combined with last year additional space, the h bar, represents a 300 pax increase for the event over the past two years.

### **3.1 The Main Entrance**

This space worked well, which was great as this space caused us many issues in 2015. However with changes to our queuing system and ticket collect system this space caused

us no issues and we received many comments from our members on the night in regards to how much better this section operated.

### 3.2 Queens Lawn and Imperial College Road

This space was used for the Fun Fair, BBQ and the fireworks display area. The spaces worked well for the Funfair and the Fireworks as it has in the past. The College had kindly agreed to let us use more of Imperial College Road so we could fit in the increased amount of fun fair rides.

We did have some issues during the Fire Works display with people running out into the drop zone. We will have to review this area for the next year's event to avoid this happening again.

### 3.3 The Queens Tower Room

This room was used as a live music room, as it has been in the past. However, in-between music acts we also used this space for the Pole Dancing Society to perform.

### 3.4 Sherfeild Foyer

This space was used as a foyer leading to all the other spaces.

### 3.5 The Great Hall

This was the main room, with the headline act played support from student DJ's. This again worked very well, but as so many people had bought a ticket based of the headline act we had a lot of people in this space and it was uncomfortable during his act. We had issues with the front of stage barriers not being up to the task last year; however the bigger barriers this year worked a treat.

Very soon after the headline act started to perform we had to control the entry into this room by enforcing a one in one out policy as it had reached its capacity. This is the first year we have had to do this, but we came very close in 2015 also. This will continue to be an issue as we increase the capacity of the event through adding other smaller spaces.

### 3.6 The h Bar

This room ran student bands up until 11pm and then a silent disco after that and was the only bar serving cocktails, It was very popular, even more so than the year before. However for the 2017 event we may apply for a licence to have live music until 12pm as we have a great demand for student acts wishing to play.

### 3.7 CEP Rooms

These where used as a staff room and dressing room for the acts, as it has in the past, and this again worked well.

### 3.8 The Senior Common Room

We used this space as a cloakroom. This worked very well indeed and should be repeated  
The SCR was also the base of the first aid team, which worked well.

### 3.9 The Library foyer

This was the home of the photo booth, which was well use. We had massive queues for this service as the supplier arrived late and the increase in the event capacity. We should consider two booths next year.

### 3.10 The Library Café

This was used as a Casino room, which worked well as a relaxed entertainment space. This room and indeed the activity should be considered for future events.

**3 Sales**

**3.10 Sales**

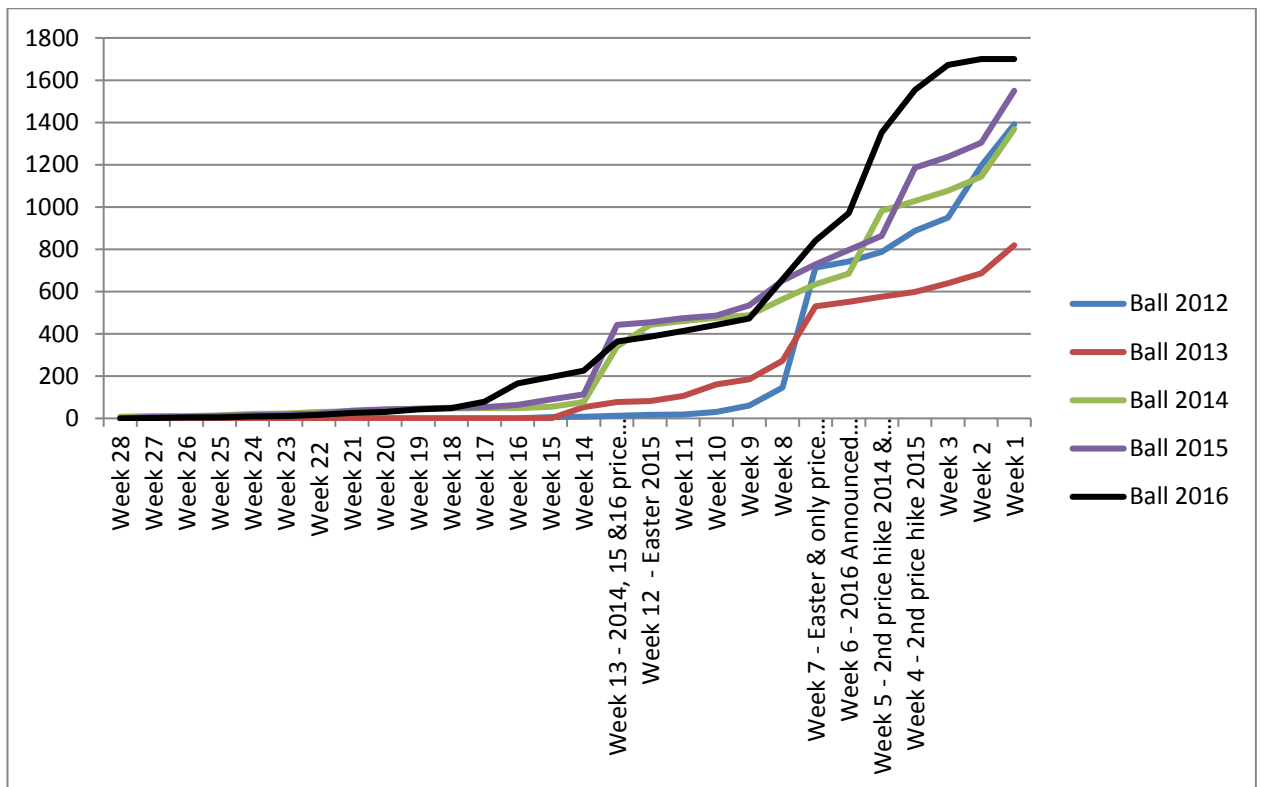
The total sales for the event where 1700, plus 100 guest list places. The breakdown of the sales are:

- a. Early Bird = 359
- b. Tier 2 = 1007
- c. Tier 3 = 333
- d. On the Door = 1 (We advertised the event as sold out and that door sales were not available on the night)

We had increased the ticket prices by £2.50 this year, this is the first time we have raised the ticket price. This meant a ticket cost between £32.50 and £47.50.

Summer Ball advance sales data

NB:2012 – 2014 capacity was 1500, 2015 was 1650 and 2016 was 1800

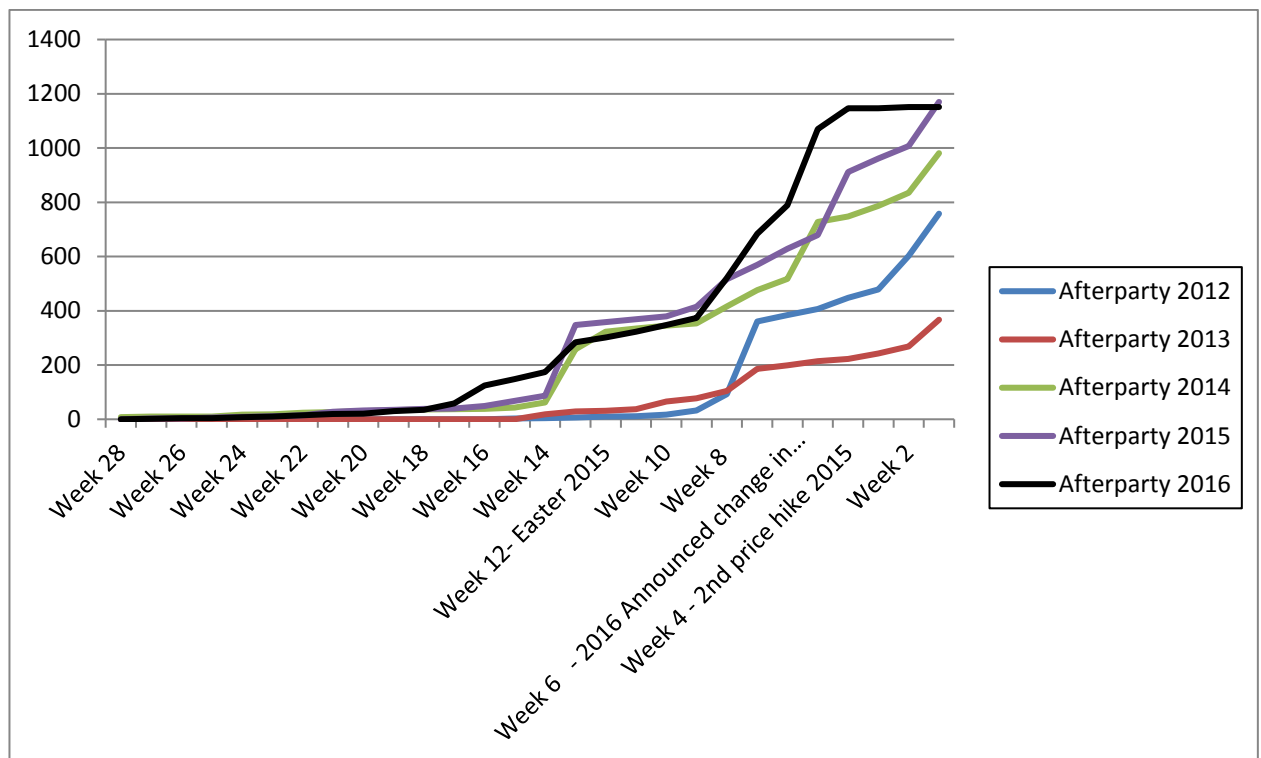


This was a total net income of £ £53,025.00

The after party sold 1150 tickets in advance, this is a sell-out, this is only the second time this has happened.

This is a total net income of £ £5,753.33

After Party net advance sales data.



The bar sales for the two temporary bars, the h bar and the after party at the Beit Bars took a total of £21,591.75 net, this is £3k more than last year.

The total profit of the ball this year was net £12.8k against a budget of £4,500.00, plus we also invested more into the event by providing more attractions. This is a fantastic result.

#### 4. Learning points

- 4.1 Improved signage for exit and entrance routes needed for the inside of the Great Hall. Also more signage about the one in one out policy.
- 4.2 Use the corridor that is furthest away from the bar for the entrance into the Great Hall to avoid congestion.
- 4.3 One photo booth is no longer enough for the scale of this event
- 4.4 Photo booth queue should use the entrance facing Imperial College Road, if using the Library entrance to avoid having to disband the queue for the fireworks display
- 4.5 Use Fireworks PA and flags in the lawn, to make announcements to ask crowd to move back behind the flags for the show.
- 4.6 Considering using a licensed company to control the crowd movement across Prince Consort Road
- 4.7 Barriers to be placed at the top of Calendar Road along Prince Consort Road to ensure crowd use the cross.
- 4.8 Fabric wrist bands improved speed of the front gate, use these again, but for all customer wrist bands
- 4.9 Look at using a separate company to control the perimeter of the event and another for SIA security to make it more manageable
- 4.10 Book Rea and Picard rooms above Great Hall to avoid events being booked that will be affected by the noise
- 4.11 Traffic management plan needs drafting for the Great Hall entrance and exit
- 4.12 Hire a radio signal booster to ensure clear radio comms with the front gate
- 4.13 Stock draught products that are used by the h bar, rather than Beit to avoid movement of stock at the event end

- 4.14 Front gate bar code scanners failed to charge via the lap tops. Luckily the batteries lasted, but in future a separate power supply needed for these.
- 4.15 Increasing numbers is putting more pressure on areas such as front gate, photo booth and fireworks crowd management. If capacity increases, the effects of this on these areas need consideration.
- 4.16 Halal food needs to be on offer.
- 4.17 Bins need to clear up Exhibition Road
- 4.18 More effort required to make the after party feel special and an event in its own right

## 5. 2017 Mile Stones

The following are some key mile stones in the planning process for the 2017 event.

Draft Theme options decided and placed for the vote	Oct 28th
Draft budget to F&R	Nov 25th
Early Brid Tickets on sale	Nov 30th
Theme voting closed	Dec 16th
Engage with booking contractor	Dec 16th
Fornightly working group meetings in progress	Jan 20th
Fireworks & 2 x funfair rides booked	Feb 10th
Teir 2 tickets on sale	Mar 25th
Risk Assisments Updated	Mar 31st
Headline act announced	Apr 29th
Weekly working group meetings in progress	May 1st
Teir 3 tickets on sale	May 25th
Stock ordered	Jun 9th
Event day	Jun 24th

**6. 2017 Mile Stones**

Task

Book spaces for the 2016 & 2017 events
Ball review report to F&R
Draft ball Budget and plan to F&R
Theme options decided
Theme voting open
Theme announced
Early Bird tickets on sale, online (till the 24th March)
Engage with booking contractor
Marketing Plan confrimed
Fortnightly Ball working group meeting in progress
Fireworks booked and two funfair rides
Headline acts confirmed and contracted
Risk assessments updated
Headline acts announced
Third Funfair ride booked (sales dependant)
Tier 2 tickets on sale (till 24th May)
Weekly Ball working group meeting in progress
Progress report to F&R
Tier 3 tickets on sale (till 23rd June)
Stock and consumables ordered
Event (24th June)
Book spaces for 2019 and 2018 sapces double checked Event

	Jun-15	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
Book spaces for the 2016 & 2017 events														
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