**Sales & Sponsorship Update**

Sales & Sponsorship has employed a quarterly approach to targets to allow more room to develop a pipeline. We have also prioritised annual relationships that benefit the student experience so there is less pressure on the singular sales person to realise the annual target through the vagaries of day-to-day sales.

With the new untested approach and a full-time person in post for the first time in years at the managerial level, the main priority is testing the market and experimenting with new activities to see what normal levels of activity should be expected for each period.

That means more emphasis on the annual figure, rather than the ebbs and flows of daily sales, whilst also being mindful of our progress.

The target for Q1, ending October, is £78, 550 against an annual budget of £139, 550.

So far, receipts total £72, 701 with a few weeks remaining this quarter. This figure represents four exclusive long-term relationships and a combination of Fair receipts from 62 stalls, along with ad hoc sales.

This is a positive start to the year with great feedback from partners during the period, which bodes well for future activities. There are plans to raise the fees in 20/21 in keeping with the size of the fair as well as the London market.

For the rest of the year, we will prioritise large scale activity with a “Refresher’s Fair” being planned for February to capitalise on the success of fair (projected £15, 300), as well as new activity such as advertising screens in bars and an accommodation email.

We have also negotiated a long term relationship with a new transportation provider who was recently licenced in the London market valued at 15K. That should be realised if the launch date goes ahead as planned in November.

We continue to see new sources of revenue in keeping with our objectives to maximise the use of spaces and channels.

We also continue to prioritise longer term relationships in keeping with our objective of having sustainable income streams.

We will continue to closely watch inflows and grow our pipeline.