



Imperial College Union Finance and Risk Committee
05/02/2020

AGENDA ITEM NO.	
TITLE	Summer Ball update
AUTHOR	Fifi Henry (DPFS)
EXECUTIVE SUMMARY	<p>The Summer Ball is to be held on Saturday 20th June 2020. We aim to deliver a successful ball on time and on budget.</p> <p>This year, the Ball is being organised by a student-led Summer Ball Committee (SBC), chaired by the Deputy President (Finance & Services). The initial stages of planning began in November 2019, and tickets went on sale January 20th 2020. The Summer Ball planning chart, outlining key tasks and deadlines that was utilised for the last two years will be used again to ensure we are on track and maintain consistency.</p> <p>We have highlighted a few key risks in the attached paper.</p>
PURPOSE	For information
DECISION/ACTION REQUIRED	None

Overview

This year, the aim is to react to student feedback from past balls to offer an improved and relevant student experience for a significant portion (>10%) of our student population. The biggest piece of feedback is that the ball is not worth the money/students “only get entry” with their ticket. This year, a ticket will include:

- Entry
- Food (main + dessert)
- Prosecco reception upon arrival
- A live act as the headliner, who is known by the student body
- A well-dressed venue in keeping with the theme

Plus, the expected offering of fireworks, fairground rides and an afterparty.

Ticket sales

Given more is included with a ticket, ticket prices have increased from a range of £31.50-£49.50 (for 2019) to £32.50-£67.50 (for 2020).

There is always the risk that ticket sales will not be as strong as budgeted for, resulting in income lower than planned. There is added risk this year as predicted ticket income has increased from approx. £60,000 (income for 2015/16, 2016/17 and 2017/18 has been £60,594, £59,484, and £60,301 respectively) to £100,120.65 for 2019/20. This increase is a result of the additional offerings included in each ticket, as well as investing more into security and staff.

We intend to use the same ticket strategy as last year, including a flash sale and staggered ticket prices. We changed from a 4-tiered to a 3-tiered ticket system, removing “Final Release” due to the negative implications that “Final Release” tend to be significantly overpriced and depend on a ‘FOMO’ (fear of missing out) strategy.

Having the Summer Ball shaped and organised by students significantly improves student engagement tactics and increases the outreach via word-of-mouth. Aided by a strong marketing campaign, this will help drive ticket sales.

This year, Flash Sale tickets went on sale January 20th, and sold out within 48hrs. The Early Bird tickets went on sale January 24th and have sold 14 (out of 350) Ball Only tickets, and 95 (out of 200) Ball & AfterParty tickets as of January 30th. Standard Release will go on sale March 1st.

Events & Conferences Manager

The last E&C Manager left in October 2019. As such, this knowledge and experience is missing. To account for this as the effective event manager and project lead, I have/will undergo the following training:

- Safety Leadership Training (training complete on 16/12/19)
- Fire Safety and Awareness Training (passed on 08/01/2020)
- PRINCE2 Foundation (2015) (online - in progress)
- Risk Assessment Foundation Training (RAFT) (online – in progress)
- ACT Operational Course (training on 25/02/20)
- CIEH Foundation Certificate in Occupational Health and Safety (training on 27/04/20)

Health and Safety

Having reflected on the recommendations from the Health and Safety consultants that were used during the Summer Ball 2018, and how Summer Ball ran operationally in 2019, some key aspects are being considered.

Crowd control management

In 2018, crowd control, particularly at the front entrance to the ball, was highlighted as a possible weak point. In 2019, a wristband collection two days prior to the ball was organised to mitigate against this. This created operational difficulty in terms of set up (Metric was booked out, which inhibited set-up) and misunderstanding around wristband collection on the night.

This year, we are returning to on-the-night collection, with 6+ staff volunteers (who are aware and agreed it is a volunteering position - this avoids the issues around TOIL) working from open to last entry. There will be an increase in initiatives to get people to arrive earlier, as well as strong marketing to promote the student acts that perform from open, as well as the timeline for the whole event, so guests are aware when they should arrive.

I will meet with the Fire Officer to discuss room layouts and expectations (decided on January 27th) in February, and confirm capacity.

DramSoc

DramSoc are responsible for most of the technical aspects around the Summer Ball, as they dress the space, and set up stages, lighting and sound in all entertainment rooms. As before, any contractor or student society that is setting up / taking down equipment will be required to submit full risk assessments and method statements prior to work being approved. To support DramSoc more, in order to reduce the pressure/stress and consistently be aware of progress, four key DramSoc representatives sit on the Summer Ball Committee and have assisted in creating the budget to ensure the expectations are realistic and that they receive the necessary support from the Union. Being involved significantly further in advance (since November 2019) than before has also helped with their own internal organisation. The necessary H&S documents from DramSoc are currently being collated and should be complete by H&S committee in February 2020.

TOIL

To decrease TOIL accrued by Imperial College Union staff at the ball, the sabbatical officers are to fulfil the main task of scanning student tickets at the entrance. It will be open to other staff that wish to volunteer in support of the student event, but in the knowledge that it is a volunteering position. This should have a direct and positive effect on staff wellbeing and engagement, as well as being a more cost-effective option overall.

Terrorism

To liaise closely with college security and our external SIA provider to mitigate any risks around external attacks on the night of the Ball. I am taking the ACT Operational training (previously known as the project ARGUS counter-terrorism training) on February 25th, delivered by the City of London Police, as taken by the last Events & Conferences Manager. The Deputy President (Clubs & Societies) and Head of Student Experience (two key Union volunteers) will also join in February to expand the overall knowledge of the team and ensure effective and practical steps are put in place to mitigate risks in this area. It will be put forward to other key volunteers too, with training also offered in March.

Dramsoc

The budget has been set (see appendix) and DramSoc are on board and committed to Summer Ball 2020. This alleviates concerns around potential significant external costs for technical equipment and expertise.

Alcohol sales

With statistics claiming that 1 in 5 millennials are non-drinkers, it is important to consider incorporating non-alcoholic drinks into the ball and be aware of the potential risk around a decrease in alcohol sales. To learn from last year, there are assumed sales with regards to stock to be purchased, and the income from sales have been approximately £20,000 each year. Understanding and smartly purchasing stock reduces risk and waste. To offset further risk, the following is intended:

- Volunteers (staff and students) rather than permanent staff claiming TOIL.
- Sponsorship opportunities. The Sponsorship & Sales Manager is looking at potential sponsors for the Ball.
- Student performers/acts (e.g. DJs) not being paid by hours but given tickets and drinks tokens to the after party.

Progress

- Budget approved by the Board of Trustees in December
- Catering booked
- Deposit for headliner paid
- Draft plans for space and timeline for the day created
- Health & Safety documents (risk assessments, method statements etc) are starting to be collated from DramSoc and caterers
- Training in Project Management and Health and Safety is underway
- Summer Ball 2020 Action Tracker updated and reviewed weekly by the Summer Ball Committee

Event Budget (3903)

Committee: Summer Ball (875)

Event Name: Summer Ball 2020

Event Venue: Imperial College London - South Kensington Campus

Event Date: 20/06/2020

Event Budget Status: Complete

Attendees: 1700

Notes: Budget was approved by the Board of Trustees

There is a potential for sponsorship, but not guaranteed.

Fixed Expenditure

Description	Account	Unit Price (£) (inc VAT)	Units	VAT Rate (%)	Net Expenditure (£)	VAT Amount (£)	Gross Expenditure (£)
Late taxis - DramSoc	Late taxis (750)	15.00	8.00	P0 - Purchases Zero Rated (0.00%)	120.00	0.00	120.00
Headliner - The Hoosiers	Acts (600)	12,000.00	1.00	P1 - Purchases Standard Rated (20.00%)	10,000.00	2,000.00	12,000.00
Support Act - Kate Lomas	Acts (600)	1,320.00	1.00	P1 - Purchases Standard Rated (20.00%)	1,100.00	220.00	1,320.00
Cleaning	Cleaning (635)	2,500.00	1.00	P1 - Purchases Standard Rated (20.00%)	2,083.33	416.67	2,500.00
Lollipops and Sundries	Consumables (640)	400.00	1.00	P1 - Purchases Standard Rated (20.00%)	333.33	66.67	400.00
Stock cost	Consumables (640)	7,000.00	1.00	P1 - Purchases Standard Rated (20.00%)	5,833.33	1,166.67	7,000.00
Pan N' Ice (Ice Cream truck - 900 portions)	Consumables (640)	4,521.23	1.00	P1 - Purchases Standard Rated (20.00%)	3,767.69	753.54	4,521.23
Security	Wages Security Staff (912)	7,000.00	1.00	P1 - Purchases Standard Rated (20.00%)	5,833.33	1,166.67	7,000.00
Accommodation for Acts	Accommodation (790)	2,400.00	1.00	P1 - Purchases Standard Rated (20.00%)	2,000.00	400.00	2,400.00
Printing (A2 posters)	Printing Costs (820)	1.80	55.00	P1 - Purchases Standard Rated (20.00%)	82.50	16.50	99.00
Printing (flyers)	Printing Costs (820)	0.03	1000.00	P1 - Purchases Standard Rated (20.00%)	25.00	5.00	30.00
Printing (guides)	Printing Costs (820)	0.04	1250.00	P1 - Purchases Standard Rated (20.00%)	41.67	8.33	50.00
Staff - DramSoc (Food & drinks)	Staff Subsistence (850)	3,164.40	1.00	P1 - Purchases Standard Rated (20.00%)	2,637.00	527.40	3,164.40
Contingency	Uniforms (900)	8,500.00	1.00	P1 - Purchases Standard Rated (20.00%)	7,083.33	1,416.67	8,500.00
St Johns Ambulance	Health & Safety (715)	865.80	1.00	P1 - Purchases Standard Rated (20.00%)	721.50	144.30	865.80
Barriers	Health & Safety (715)	3,376.08	1.00	P1 - Purchases Standard Rated (20.00%)	2,813.40	562.68	3,376.08
Licenses - royalties	Copyright & Royalties (725)	986.00	1.00	P1 - Purchases Standard Rated (20.00%)	821.67	164.33	986.00
Two Fairground Rides	Hospitality (730)	5,636.40	1.00	P1 - Purchases Standard Rated (20.00%)	4,697.00	939.40	5,636.40
Prosecco Reception	Hospitality (730)	2,040.00	1.00	P1 - Purchases Standard Rated (20.00%)	1,700.00	340.00	2,040.00
Licenses (other)	Licences (765)	800.00	1.00	P1 - Purchases Standard Rated (20.00%)	666.67	133.33	800.00
Carpeting	Equipment Purchase (685)	4,200.00	1.00	P1 - Purchases Standard Rated (20.00%)	3,500.00	700.00	4,200.00
Till Hire (6 tills & 5 PDQs)	Equipment Hire (690)	1,104.00	1.00	P1 - Purchases Standard Rated (20.00%)	920.00	184.00	1,104.00
Radios	Equipment Hire (690)	700.00	1.00	P1 - Purchases Standard Rated (20.00%)	583.33	116.67	700.00
DramSoc - Tech	Equipment Hire (690)	20,000.00	1.00	P1 - Purchases Standard Rated (20.00%)	16,666.67	3,333.33	20,000.00
Fireworks	Misc Expenditure (695)	666.66	5.00	P1 - Purchases Standard Rated (20.00%)	2,777.75	555.55	3,333.30
Wristbands	Misc Expenditure (695)	479.49	1.00	P1 - Purchases Standard Rated (20.00%)	399.58	79.92	479.49
Wafflestick (Waffle truck - 900 portions)	Consumables (640)	4,462.59	1.00	P1 - Purchases Standard Rated (20.00%)	3,718.83	743.77	4,462.59
BeyRoots (Wraps - 500 portions)	Consumables (640)	2,594.53	1.00	P1 - Purchases Standard Rated (20.00%)	2,162.11	432.42	2,594.53
Doughlads Woodfire Pizza (Pizza - 800 portions)	Consumables (640)	4,149.20	1.00	P1 - Purchases Standard Rated (20.00%)	3,457.67	691.53	4,149.20
Smoky Gaucho (Steak Wraps - 500 portions)	Consumables (640)	2,594.53	1.00	P1 - Purchases Standard Rated (20.00%)	2,162.11	432.42	2,594.53
Drink tokens (volunteers)	Consumables (640)	8.00	205.00	P1 - Purchases Standard Rated (20.00%)	1,366.67	273.33	1,640.00
Decorations	Decorations (655)	3,000.00	1.00	P1 - Purchases Standard Rated (20.00%)	2,500.00	500.00	3,000.00
Support Act - Tapedeck Discotheque	Acts (600)	100.00	1.00	PN - Purchases No VAT (0.00%)	100.00	0.00	100.00
Student DJs	Acts (600)	0.00	3.00	PN - Purchases No VAT (0.00%)	0.00	0.00	0.00
Photographers	Publicity (825)	200.00	3.00	PN - Purchases No VAT (0.00%)	600.00	0.00	600.00
Staff - bars (wages)	Staff Recruitment Cost (845)	4,274.25	1.00	PN - Purchases No VAT (0.00%)	4,274.25	0.00	4,274.25
Parking	Travel Expenditure (895)	100.00	1.00	PN - Purchases No VAT (0.00%)	100.00	0.00	100.00

Event Budget (3903)

Description	Account	Unit Price (£) (inc VAT)	Units	VAT Rate (%)	Net Expenditure (£)	VAT Amount (£)	Gross Expenditure (£)
					97,649.71	18,491.09	116,140.80

Fixed Income

Description	Account	Unit Price (£) (inc VAT)	Units	VAT Rate (%)	Net Income (£)	VAT Amount (£)	Gross Income (£)
Volunteer tickets (Ball + AP)	Ticket Income (580)	0.00	200.00	S1 - Sales Standard Rated (20.00%)	0.00	0.00	0.00
					0.00	0.00	0.00

Variable Income

Description	Account	Unit Price (£) (inc VAT)	%Units/Head	VAT Rate (%)	Net Income (£)	VAT Amount (£)	Gross Income (£)
Bar Intake (Ball + AP)	Sales General (520)	11.80	100.00	S1 - Sales Standard Rated (20.00%)	16,716.67	3,343.33	20,060.00
Tickets - Flash Sale - Ball Only	Ticket Income (580)	32.50	3.50	S1 - Sales Standard Rated (20.00%)	1,611.46	322.29	1,933.75
Tickets - Flash Sale - Ball + AP	Ticket Income (580)	40.00	3.50	S1 - Sales Standard Rated (20.00%)	1,983.33	396.67	2,380.00
Tickets - Early Bird - Ball Only	Ticket Income (580)	50.00	20.60	S1 - Sales Standard Rated (20.00%)	14,591.67	2,918.33	17,510.00
Tickets - Early Bird - Ball + AP	Ticket Income (580)	57.50	11.80	S1 - Sales Standard Rated (20.00%)	9,612.08	1,922.42	11,534.50
Tickets - Standard - Ball Only	Ticket Income (580)	60.00	40.60	S1 - Sales Standard Rated (20.00%)	34,510.00	6,902.00	41,412.00
Tickets - Standard - Ball + AP	Ticket Income (580)	67.50	20.00	S1 - Sales Standard Rated (20.00%)	19,125.00	3,825.00	22,950.00
AP tickets on door	Ticket Income (580)	8.00	17.65	S1 - Sales Standard Rated (20.00%)	2,000.33	400.07	2,400.40
					100,150.54	20,030.11	120,180.65

Profit/Loss

Percentage of Attendees (%)	Number of Attendees	Net Income (£)	Net Expenditure (£)	Profit/Loss (£)
50	850	50,075.27	97,649.71	-47,574.44
60	1020	60,090.33	97,649.71	-37,559.38
70	1190	70,105.38	97,649.71	-27,544.33
80	1360	80,120.43	97,649.71	-17,529.28
90	1530	90,135.49	97,649.71	-7,514.22
100	1700	100,150.54	97,649.71	2,500.83
110	1870	110,165.60	97,649.71	12,515.89
120	2040	120,180.65	97,649.71	22,530.94
130	2210	130,195.70	97,649.71	32,545.99
140	2380	140,210.76	97,649.71	42,561.05
150	2550	150,225.81	97,649.71	52,576.10