

**GIVE  
IT A** **GO**

**KENT  
UNION**  
KENTUNION.CO.UK

HOW OUR FIRST YEAR OF ACTIVITIES  
WENT

TRY SOMETHING **NEW** TODAY **>**

[KENTUNION.CO.UK/GIVEITAGO](https://kentunion.co.uk/giveitago)   

# Who Am I?



Events Engagement Manager  
Kent Union, Since 2021



Joined Kent Union as Events Assistant Manager  
July 2019 (furloughed April 2020 - August 2021)



Events Coordinator  
Hertfordshire Students' Union, 2018 - 2019



Student Engagement Coordinator  
Hertfordshire Students' Union, 2016 - 2018



Societies & Media Coordinator  
Hertfordshire Students' Union, 2015 - 2016



Elected Officer  
Middlesex Students' Union, 2013 - 2015

## 10 Years working in Students' Union



First time speaker at Membership Services Conference



Currently learning Spanish on Duolingo



Go to Karaoke Songs "I will Survive" by Gloria Gaynor & "Bad Touch" by The Bloodhound Gang



Welcome Week Planning Is A Go... Stress levels are HIGH

The image shows a white wall with the 'KENT UNION' logo in large, bold, black letters. Below the logo is a horizontal bar with segments of purple, green, blue, and orange. Pink cherry blossom branches are in the foreground, partially obscuring the wall. A bright green curved line separates the wall image from the blue text area on the right.

**KENT  
UNION**

# Where We Were...

Our 2019/20 Give It A Go proposal document stated the following:

KU Strategy Review research identified mental health and wellbeing as one of the most prevalent issues amongst Kent students

- 44% of 1<sup>st</sup> year undergraduates surveyed said they wanted this to be an area KU prioritise
- 42% of returning undergraduates, masters and PhD students agreed

When asked what would improve student experience at Kent comments included activities and events that created a sense of belonging and opportunities to social and meet others.

A Fit for Purpose survey in 2019 highlighted costs as a significant barrier for students wishing to take part in Activities, backed up by a high number of applications to our Access to Activities fund.

GKSU, at the time delivered a comprehensive programme with over 1200 participants, which we could learn from and offer our own version to Canterbury students

Breakdown of proposed costs was £22,000 (excluding career staff cost)

- Student staff costs - £5,000
- General expenditure - £10,000
- Marketing - £2,000
- Travel - £5,000





# Where We Started...

(2021/22)

**GIVE  
IT A  
GO**

Came back from furlough in August 2021

Give It A Go had it's first event on 20<sup>th</sup> October with no brand or presence

We didn't have our brand and logo until end of November and no proper webpage until January 2022

Completely missed big events for promotion

Relied on borrowing student staff from other departments to oversee events

Spent roughly £7K – supplies, tickets, student staff costs, marketing etc.

Started a partnership with Kent Sport, from term 2, as they had received council funding for a similar scheme

Ended the year with 27 events across the academic year, with approx. 1581 attendance

- 8 events in Term 1, 11 events in Term 2, 8 events in Term 3



# Where We Were Going...

KPIs for 2022/23:

- 2 events per week
- Double the number of attendees compared to the previous academic year

Budget of £25K - including marketing, student staff costs, suppliers etc. which come from a restricted fund

Now had Summer to start planning a programme and book in suppliers

Recruited 2 student staff – Events Interns

- 300 staffing hours







## Key areas for activities and events:

- Creative
- Fitness & Active
- New Experiences
- Off Campus Trips

As well as events that can be linked to themed weeks, such as liberation days/months or wellbeing during exam periods.

Focus on offering non-alcoholic options for demographics that don't engage with our nightclub

Getting Give It A Go out there and having students understand what the programme is and recognize it going forward

The logo for 'GIVE IT A GO' is displayed on a blue background with a yellow curved border. The words 'GIVE IT A' are in yellow, and 'GO' is in white with a yellow outline.





# GIVE IT A GO

## GET INVOLVED TRY SOMETHING NEW

<b>OCTOBER</b> <b>SAT 1</b> IKEA TRIP 11AM - 5PM <b>WED 5</b> GLASS PAINTING 12PM-3AM <b>BUBBLE FOOTBALL</b> 12PM-4AM <b>TUG OF WAR</b> 5PM-7PM <b>SAT 12</b> LASER TAG 12PM - 6PM <b>WED 19</b> FRIGHT NIGHT: THORPE PARK 10AM - 9PM <b>THURS 27</b> PUMPKIN CARVING 12AM-3PM   THE VENUE	<b>FRI 28</b> PUMPKIN CARVING 12AM - 3PM   WOODY'S <b>MON 30</b> HALLOWEEN ZUMBA 5:30PM-6:30PM <b>NOVEMBER</b> <b>WED 2</b> MOBILE ESCAPE ROOM 12AM - 3PM   THE VENUE <b>WED 9</b> TIE DYE SESSION 12PM-4PM <b>THURS 17</b> NERF GUNS 5PM-8PM   THE VENUE <b>WED 23</b> HARRY POTTER STUDIOS 11:30AM-7PM <b>THURS 24</b> POTTERY	<b>WED 30</b> DECK THE HALLS: DECORATION MAKING 12AM-3PM <b>DECEMBER</b> <b>THURS 1</b> DECK THE HALLS: DECORATION MAKING 12-3   WOODY'S <b>TRIP TO NINJA WARRIOR</b> 1PM-3PM   CHATHAM <b>SAT 3</b> WINTER WONDERLAND 10AM-10PM <b>SCAN HERE TO SIGN UP TO OUR NEWSLETTER</b>  <b>KENT UNION</b> <small>KENTUNION.CO.UK</small>
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# Creative

Tie Dye Session

Pronoun Badge Making

Glass Painting

Canvas Painting

Pumpkin Carving

Plant Pot Painting

Pottery

Christmas Decoration Making

Snow Globe Making

Valentine's Card Making

Friendship Bracelet Making

Easter Crafts

Paint A Tote Bag

Bookmark Making

Cupcake Decorating





Speed Friending  
Board Games Night  
UV Ping Pong  
Laser Tag  
Axe Throwing  
Laser Clay Pigeon Shooting  
Puppy Yoga





# Fitness and Active

**GIVE  
IT A GO**





# Off Campus



THORPE  
PARK:  
FRIGHT  
NIGHT



WARNER  
BROS  
STUDIOS  
TOUR



WINTER  
WONDERLAN  
D



FUDGE  
MAKING



CLIMB THE  
O2



GO APE



PORT  
LYMPNE  
SAFARI PARK



CANTERBURY  
CATHEDRAL





# Ticket Pricing Policy

An event should always be cheaper than if a student were to do that activity themselves.

Where possible make back 100% ,however taking cost of living affecting students into account, the aim is to always make back a minimum of 50% of the total expenditure of the event.

If the ticket price ends up being more than the student going themselves – should we still do it?

Does the amount were charging seem reasonable?

For example, a Go Ape Trip:

	Via the Students' Union (36 people + 2 student staff)	Individual
Tickets	£25 each x 38 = £950	£36
Transport	£570	£7-12
Total Spent	£1520 (£42.22 per head)	£48

\* total spent ÷ number of tickets available to sell = total that can be charged to make back 100%







What can go wrong?



## Give It A Go - Register Interest

To give our staff an indication of how many people will be attending an event, please register your interest below.

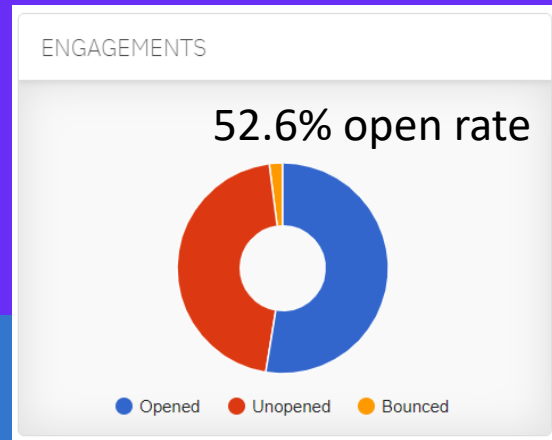
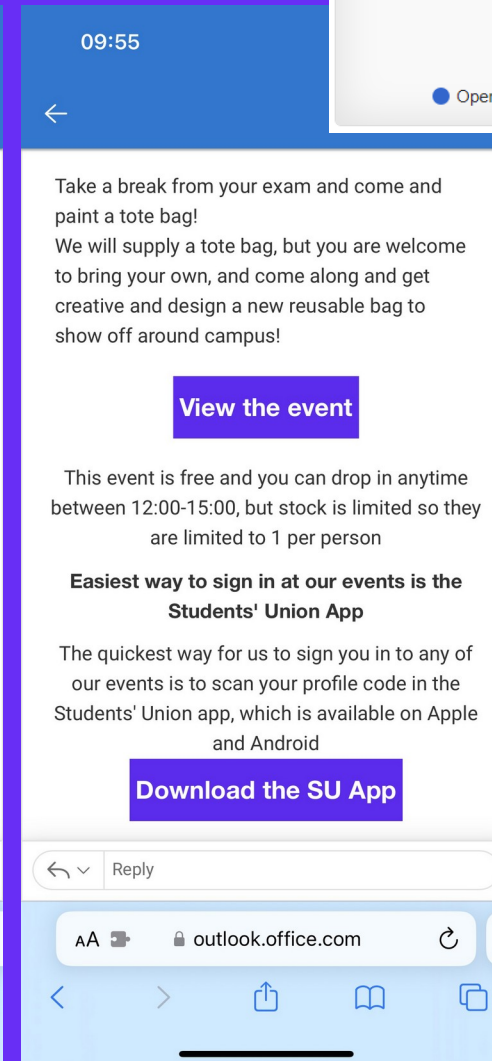
### First Name

### Student Email\*

Simply tick the box for the events you're interested in. We will then email you when sign ups/tickets open or when the event is due to happen.

*Please note this only registers your interest so that we may contact you about an event, this does not count as a sign up for events that require it*

If you'd like to be added to the Give It A Go Newsletter, please tick 'Yes'. By ticking 'Yes' you consent to being added to the Give It A Go newsletter where we'll keep you updated on all upcoming events.



# The Numbers...



Overall attendance was 3421

- 116% increase on the previous year of 1581 attendance



1639 individuals attended Give It A Go events



Of those, 1083 were engaged with Kent Union via student groups, sports teams or community action groups



556 were not engaged with any other provisions offered by our Activities department



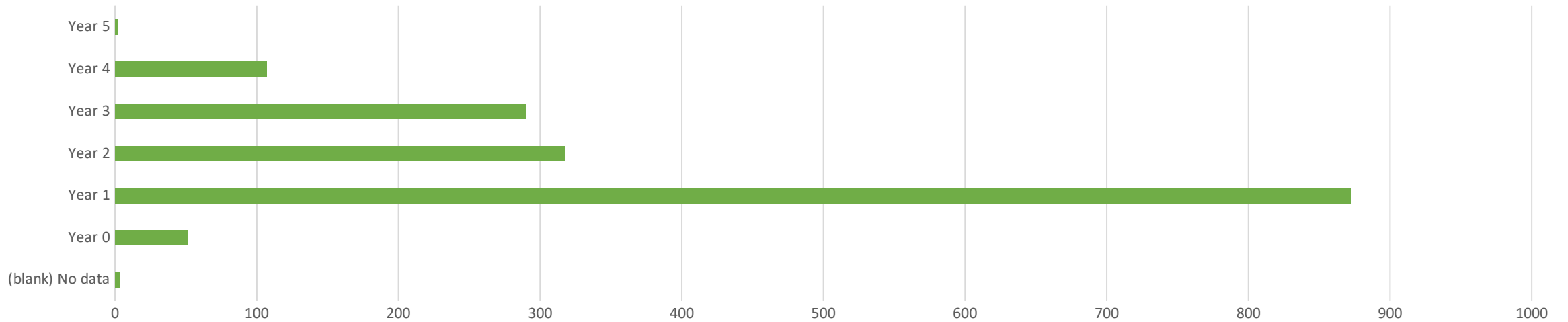
640 individuals attended more than 1 event

- With one individual attending 24 events

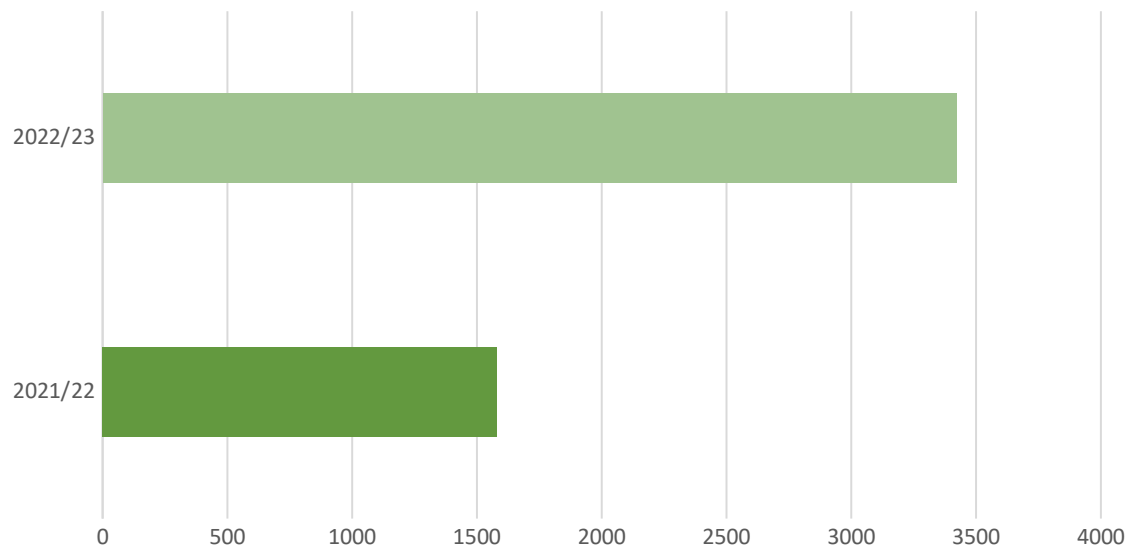




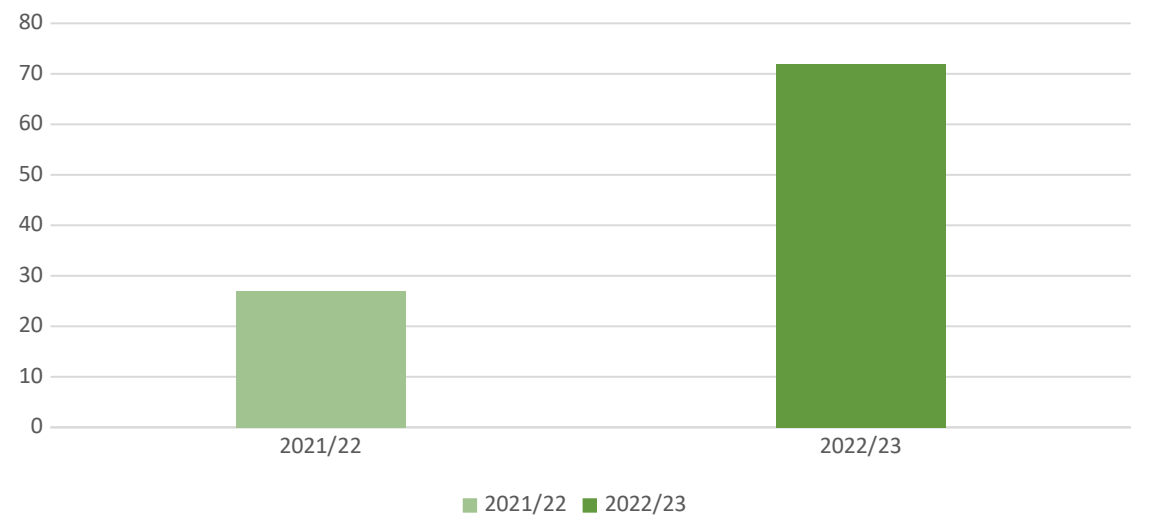
### Breakdown of attendees Year of Study - 2022/23



### Give It A Go: Attendance (Year on Year Comparison)



### Give It A Go: Number of Events Delivered (Year on Year Comparison)



“It made visiting tourist attractions cheaper and more accessible, and I was also able to go with friends.”

“I spent a fun time with friends, and I met new people that I became good friends with. I loved the opportunity to try activities I rarely get to try, for free, and on campus, close by.” – Julieta, 1<sup>st</sup> Year Art Student

“Thank you. It was my last year at university and it really helped give me some amazing experiences that I wouldn’t have gotten otherwise” – Charlotte, 3<sup>rd</sup> Year Biomedical Science Student

“Socialising, discover what England has to offer especially for international students, felt safe even if off campus” – Tejaswini, 4<sup>th</sup> Year Computing Student

“Maybe it would be good if there was an option to join a friendly table (where people want to talk) or go off on your own.” – Horatia, 1<sup>st</sup> Year Law Student





# Now What?

£10,000 cut from budget

Personal aim is to keep the momentum of Give It A Go, but I have communicated that this might affect engagement numbers – we will see...

Senior Leadership Team want to see more of a focus on off campus trips, as that has come out from student feedback

Working on a lot more collaboration between other SU departments, and other University teams





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Any questions?

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