

Imperial College Union  
**A Request for an Entertainments Strategy Working Group**  
*A note by ICU President – Scott Heath*

**Background**

1. Entertainments has long been a loss-leader, seen as a necessity to support the bar trade and an essential service for our students.
2. Many members of this Executive Committee, myself included, are concerned with the strategic approach we as a Union take to Centralised Union Entertainments, such as club nights.
3. Data from the most recent survey conducted on the new intake indicates a general feeling of dislike toward the ‘alcohol-focus’ of many activities during Welcome Week.
4. Data from the optional questions of the NSS, which was recently given to the Union, shows the following responses to the most Union specific data:

	Social Opportunities					
	1. I have had plenty of opportunities to interact socially with other students		2. I am satisfied with the range of Clubs and Societies on offer		3. I am satisfied with the range of entertainment and social events on offer	
	#	%	#	%	#	%
Definitely Agree	288	39.3%	412	56.2%	230	31.4%
Mostly Agree	265	36.2%	242	33.0%	244	33.3%
Neither	81	11.1%	50	6.8%	103	14.1%
Mostly Disagree	59	8.0%	15	2.0%	94	12.8%
Definitely Disagree	39	5.3%	7	1.0%	51	7.0%
N/A	1	0.1%	7	1.0%	11	1.5%
Agree	553	75.4%	654	89.2%	474	64.7%
Disagree	40	13.4%	14	3.0%	62	19.8%

5. Question 3. highlights some potentially concerning information, however it is clear that the ‘range’ may extend beyond the services provided in Beit Quad.

**Beliefs**

1. It is essential that we as a Union understand the entertainment-related demands of the Student Body – ensuring all subsections are catered for.
2. We need to understand how influential Faculty Unions and Departmental Societies are in determining a student’s satisfaction with entertainments and social events and therefore ensure adequate support and guidance is provided.
3. We must ensure that the Union continually strives to provide all members with as many opportunities to acquire new skills, such as those gained by organising a large event or through practicing talents in our facilities.

Executive Committee  
24<sup>th</sup> November 2011

### **Resolves**

1. We resolve to form a Working Group of the Executive Committee to determine these unknowns and offer recommendations as to how we can ensure we deliver our beliefs.
2. This Working Group shall be led by the Deputy President (Finance and Services) and will be asked to report all findings and recommendations to the Executive Committee.
3. Membership of this Working Group will be voluntary; and its size subject to necessity. However it must involve representatives from the Executive Committee, Union Council and a Faculty Union.