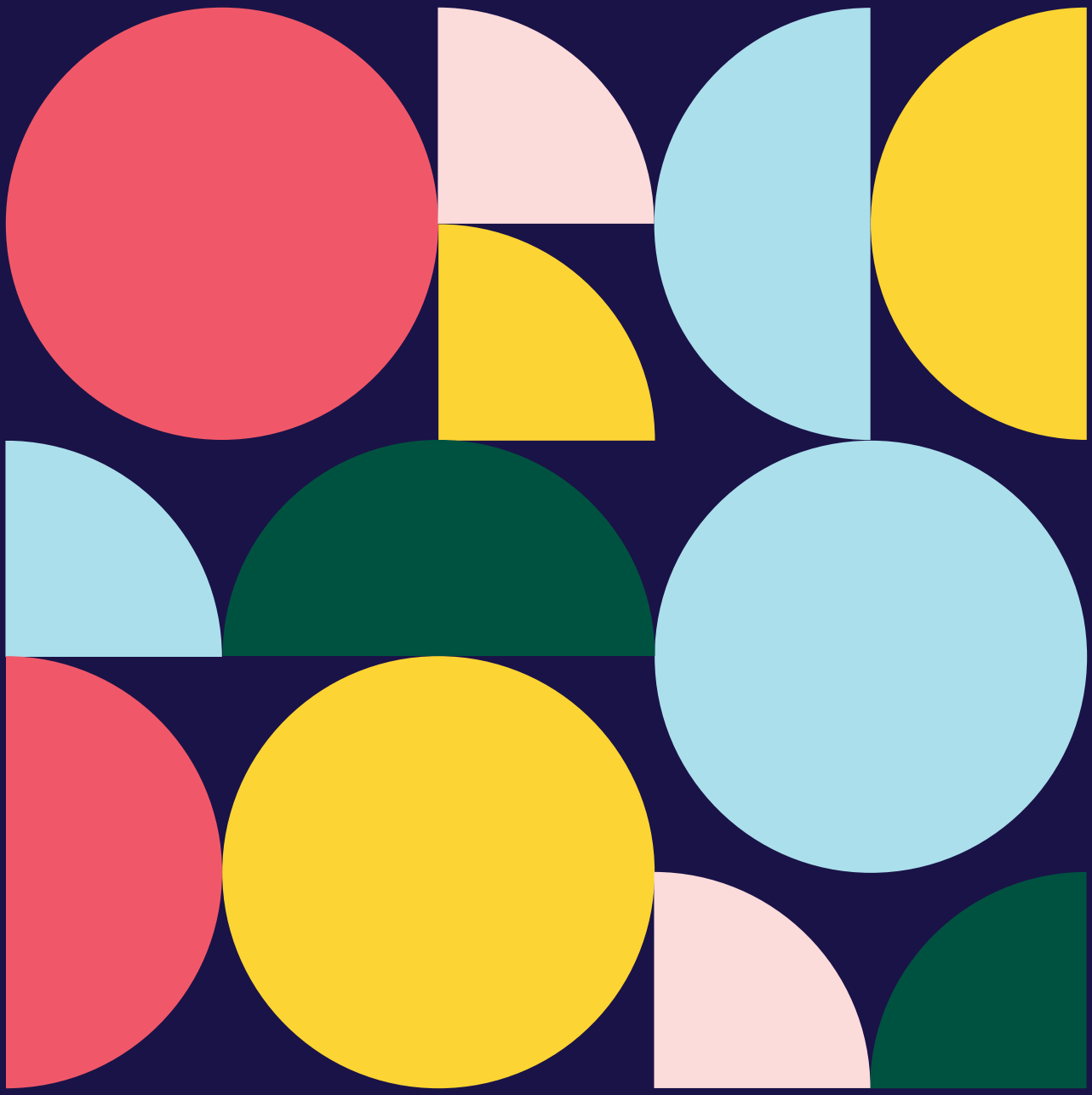

Special Event Information Pack

Bristol SU

Bristol SU Events
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So, you want to do a Special Event with us...

In this pack you will find everything you need to consider to put on a large scale event in the Anson Rooms.

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The Special Event Timeline

The Special Event process follows the structure below:

Stage 1: **Application Sent**
Stage 2: **Results Sent Out** (accepted or declined)
Stage 3: **Initial Meeting**
Stage 4: **Month-Out Meeting**
Stage 5: **Final Meeting**: 1-2 weeks pre-event
Stage 6: **Live Event**
Stage 7: **Post-Event:** feedback, internal transfer form

As you can see from above, you will be expected to attend a training session plus 3 meetings as part of the planning process. These are a chance to check in with SU team and run through your plans for the event and any progress.

Costs

Special Event Packages

Your event will fall into one of the following packages, depending on the level of event and tech support required:

Bracket	Price +VAT	Event Type
Dawn	£225	Low-level production e.g. Tradeshow and minimal tech support
Sunshine	£375	Mid-level production e.g. Balls and seated dinners with no performances
Twilight	£525	Mid-level production Events with a band or performance
Dusk	£675	High-level production e.g. Performance based or Stage Manager needed
Bespoke	£900+	High-level production e.g. Theatrical performances or fight nights, with specific individual requirements

DISCLAIMER: Prices start here—extra costs might pop up depending on your event.

Security

Considered on a case-by-case basis, some events may require security - especially if the bar is open or if the venue is at capacity. The SU will book this on your behalf and add it to your Internal Transfer Form sent post-event.

Security typically charge £21.05 + VAT per hour and have a minimum 2-person, 5 hour call-out. They will need to be booked from before doors open and stay until the room is clear. We usually aim to have use atleast 1 male and 1 female security staff at all events.

Cleaning

Considered on a case-by-case basis, some events may also require additional cleaning - especially if the bar is open or if there is catering. The SU will book this on your behalf and add it to your Internal Transfer Form sent post-event.

The cleaning is managed by a team external to the SU and prices vary depending on the day of the week it is booked for (usually the morning following the event), but are typically between £140 - £190 + VAT.

Portering

The Richmond Building closes at 23:00 throughout term time, which means your event needs to be finished, pack-down completed and everyone out of the building just before. Depending on the scale of the event, we would usually advise leaving at least an hour for this, the event would therefore need to finish at 22:00.

For events that want to run later, and therefore require the building to remain open later, there will be an additional charge for late portering. This charge is again managed by an external team and typically costs around £132 + VAT per hour. The SU will book this on your behalf and add it to your Internal Transfer Form sent post-event.

Stewards

Depending on the type of event and how many volunteers you have managed to recruit to help out, the SU can also provide event stewards at rate of a £15.50 + VAT per hour. These event stewards can be used to do basic tasks such as help out on the box office or guide attendees to their seats.

External Hires

Make sure to factor external hires into your budget, these may include, for example:

- Musicians or performers
- Catering provisions
- Photographer or videographer
- Specialised or additional furniture
- Technical equipment hire
- Photobooth

A big part of event planning is agreeing contracts with external providers. Please find a list of helpful tips below, the SU is also happy to look over any contracts if you would like a second opinion!:

- Check that the provider is a legitimate business, look up their website on Companies House.
- Make sure to carefully read the full contract & understand what you are agreeing to. If you have any questions, make sure to ask them before signing & don't feel pressured to sign anything you don't agree with.
- Check the cancellation terms.
- Don't pay any money until both parties (you and the provider) have agreed and signed the contract.
- Where possible, don't pay the whole fee upfront. Negotiate a deposit to secure the booking and, if there is a variable cost based on ticket sales, agree a date to confirm final numbers & make the final payment closer to the event.

Budgeting

Budget Template

It's important to keep track of all your expenses and income to ensure you reach whatever financial goal you set for yourself, whether that's to break-even or raise money. You can access our recommended Special Event Budget Template here.

Useful Tips

- Check quoted costs include VAT, if not included already this could add 20% to your costs
- Budget to break-even at two thirds of your maximum ticket sales (as per budget template)
- Sell tickets on the SU page where there are no transaction fees and the money will go directly into your society's account
- Allow space in the budget for any last-minute additions that you may have forgotten

Set-Up

Capacity

The maximum capacity of an event is influenced by the proposed set up and the finalised floorplan. When a floorplan is created, the safety and flow of attendees are considered. In your initial meeting we will go over your ideas and our tech team will then draw up a to-scale floorplan with the maximum capacity listed.

The maximum capacity will need to include everyone expected to be at the event including groups such as committee members, competitors, performers, volunteers, hosts, judges, guestlist as well as the attendees themselves, from this you can then work out how many tickets you can sell.

Approximate Capacities

Event Type	Approx. Capacity
Balls (round tables)	250
Theatre Style (chairs in a row)	460-480
Beer Hall	296
Standing Gig	800
Fight Night	380
Anson Rooms Bar Seated	90

Example Floorplans

Check out example floorplans here, to get an idea of what you want the space to look like.

Useful info:

- The Anson Rooms measures 27m (length) x 14.5m (width)
- Stage measures 1.2m (height) x 10m (width) x 7m (depth).

Tech

The Special Event Packages include use of our in-house tech equipment and 1 - 2 technicians depending on the package. In your initial meeting we will run through your tech requirements to make sure we have everything in-house or if we may need to hire anything in at an additional cost. We will get a quote for you if this is the case and if agreed, it will be added to the Internal Transfer Form to pay post-event.

Decor

Depending on the number of tables, the SU may be able to provide centrepieces, white chair covers and white tablecloths. The hire charge for these are as follows:

- Centrepieces: £30 + VAT
- White chair covers: £70 + VAT
- White tablecloths: £50 + VAT

Please bare in mind, we will wash the tablecloths after the event but if any remain stained then there will be an additional charge of £30 + VAT per item which covers the cost of replacement.

If anything additional is required then you will need to look at hiring this in externally.

Guidelines:

- Ask the tech team if you have any ideas for specific lighting, the room itself features a number of different fixtures which can be used
- Only blue tack can be used to secure decorations, they cannot be stuck to painted surfaces and must be able to be removed without causing damage.
- All decorations must be removed by the student group at the end of the event.
- No decorations or furniture to block fire exits.
- The flammability of decorations is one of our biggest concerns, so we recommend using non-flammable materials where possible. In some cases, paper decorations will not be permitted due to higher fire risks, for example if gel burners are being used for the catering.

The Event Day

Timings

Creating a realistic schedule for the live event will ensure it runs as smoothly as possible and is a great way to avoid additional stress on the day. Sticking to the schedule is essential to optimising guest satisfaction, with the biggest criticism received from attendees of Special Events being late starts.

Whose Doing What?

It's super useful to have a plan of who is doing what on the day of the event and to also factor in extra pairs of hands in-case someone is no longer able to attend or incase other tasks crop-up which haven't been considered.

Event Clean Up

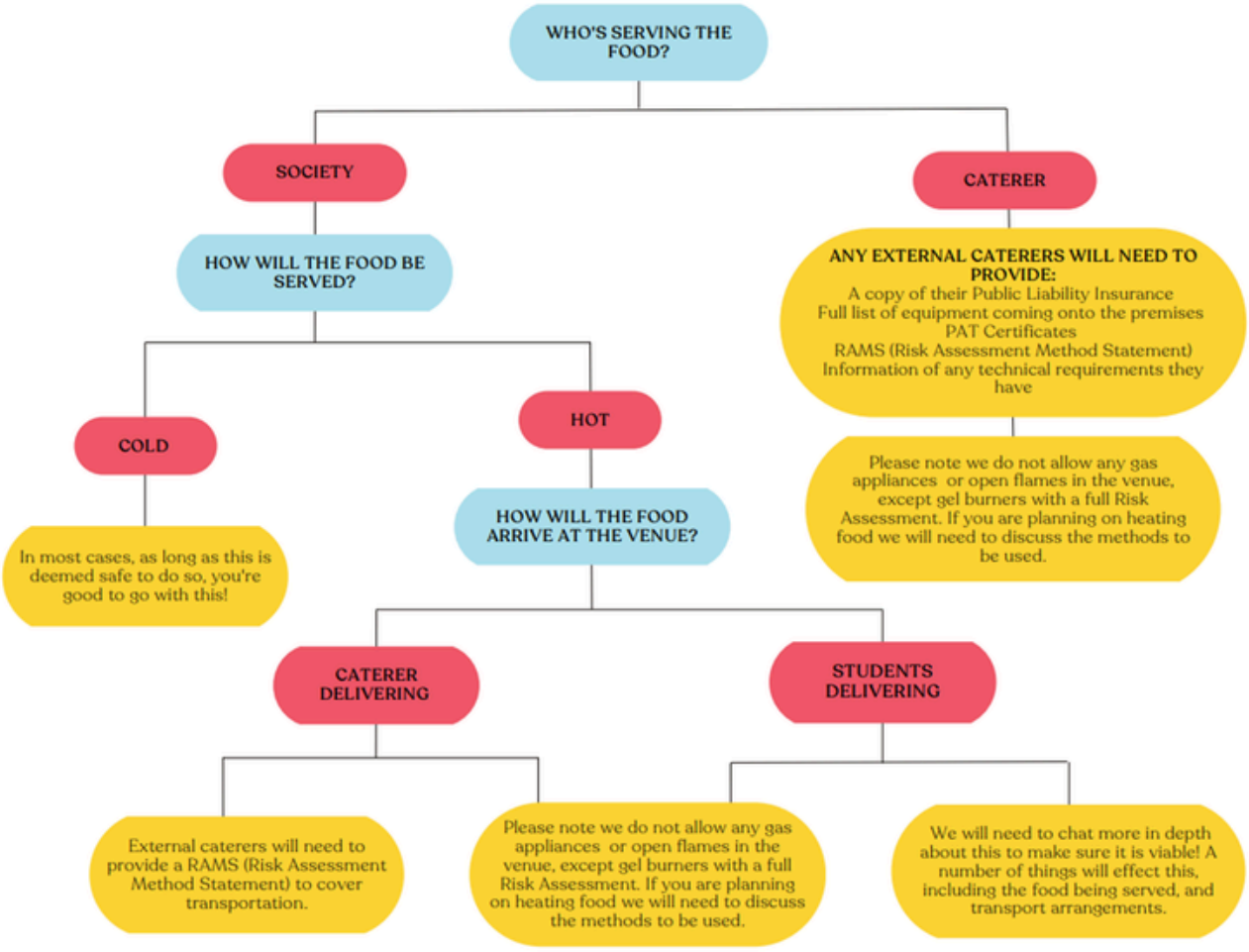
It is the responsibility of the Student Group to return the venue back to the same standard you received it in. This includes removing all decorations and additional equipment brought into the venue, as well as clearing excessive waste from spaces.

NB: If you do not prearrange additional cleaning and the space is not returned in the same state you received it in, extra cleaning charges will be added after the event.

Food & Drink

Catering

If you are thinking about sourcing catering for your event, there are a number of things to consider, number one being the health and safety of attendees. In order to ensure this we require caterers to provide various documents. You can use the flowchart below to work out what you need to ask your caterer for:



If you or the caterers are bringing in any electrical equipment, we will need a full list of this equipment in advance to check it is safe to use in the space. Generally we don't allow food to be cooked onsite, only reheated. We will also need the PAT certificates for these items.

Anson Rooms Bar & Alcohol

The SU can provide a bar upon request for events that would like alcohol to be available. There will be a minimum spend required to open the bar which, if not met, the difference will need to be paid via internal transfer post-event. The minimum spend will depend on the expected numbers and therefore staffing requirements.

Under no circumstance can outside alcohol be brought into the venue. Any alcohol not purchased at the Anson Rooms Bar will be confiscated in line with our premises licence.

Soft Drinks

If the SU bar isn't open but you would still like soft drinks to be available to guests, you are welcome to bring these in yourselves. If the bar is open, these will need to bought from here instead.

Additional Drink Packages

Alongside the bar, the SU can also provide the following packages:

Prosecco Reception
100 – 150 attendees @ £5.00 per glass
150 – 200 attendees @ £4.75 per glass
Over 200 attendees @ £4.50 per glass

Wine on Tables x 3 - Red, White & Rose
10 - 15 tables @ £55 per table
15 - 20 tables @ £50 per table
Over 20 tables @ £45 per table

If you would like something slightly different to the above then just let us know and we can provide a bespoke quote!

Marketing & Promotion

Listing Your Event

It is a requirement of the Special Event programme to have your event listed in the Bristol SU website at least 1 month before your event. You will need to make sure the specifics of the event are clearly communicated to attendees. Consider the following:

- Name
- Timings
- Description
- Location
- Ticketing information e.g. tiered or staggered
- Restrictions e.g. age
- Accessibility information
- Short questionnaire to capture attendee data e.g. accessibility or dietary requirements

Guidance on how to upload your event to the website can be found here.

Marketing Plan

Thinking early on about how you will promote the event, and creating a marketing plan that includes various different ways of promoting is a great way to reach a wider audience and attract more attendees.

Check out Mustard Media's guide for '100 ways to Sell More Tickets' for some inspiration.

SU Marketing Offer

Although ultimately the responsibility for ticket sales lies with your student group, the SU can offer the following:

- Inclusion in student SU newsletter
- Inclusion in Instagram What's On round-up (week of event)
- Consideration for Instagram Takeover (more info below)
- 'Featured' event on SU website
- Termly 'What's On' poster in SU Buildings

In order to receive this support, we require the following:

- Event to be listed on the SU website at least 1 month prior to event date
- **Clear connection to Bristol SU brand in all publicity using the Bristol SU logo**

- All promotion to be signed off by SU team before posting
- Bristol SU to be added as co-host if listed on Facebook
- Bristol SU to be tagged in all promotional material on Instagram
- Application for Instagram takeover sent atleast 2 weeks in advance
- 1920 x 1080 px image sent over to be used in posters

Instagram Takeover

All Special Events have the opportunity to apply to take over the Bristol SU instagram on the day of their event. Running a Takeover is an excellent way to promote your event.

The application form for this can be found via the 'Social Media Promotion Request' form.

Takeover Top Tips

- Share your posts to Instagram stories.
- Don't post more than 10 to 12 stories.
- Tag your accounts in the posts.
- Don't share posts to the grid. Instead, send Bristol SU photos and videos we can use in future posts.
- Post clickable links using the link sticker.
- No swearing or offensive language.
- Be sensitive to anything that may cause offence; our audience is international and some references may need explaining.
- Logout as soon as your takeover ends.

For more tips, information and examples see the extended 'Instagram Takeover Guidelines'.

Ticket Holder Information

It is good practice to send out an email to all ticket holders a day or two before your event, confirming the important details and acting as a reminder. Some considerations for the content of this email may include:

- Timings: doors, show start, last entry, event close
- Alcohol and drug policy
- Dress code
- Reminder to bring ID (depending on type of event)

Special Events Base (SEB)

The SU uses an online platform, the Special Events Base (SEB), to record details of your event. The platform is 2-way so you can also upload information/documents/make edits here too. It's useful to have all the information stored in one place and check we're on the same page!

After the initial meeting you will be sent your login details. You'll see an overview of your event with some key info, once you click 'View/Approve Details' you will then be able to see additional info including your documents, timings, room set up etc.

Link to Special Events Base:
https://app.miniextensions.com/portal/70LPoSjTy5uYicm9Eduy/

Accessibility

Accessibility is more than just considering the physical space. It is about removing any barriers that are preventing someone from accessing something. When planning your event, it is vital to consider these barriers and how these can be removed.

Consider what measures you could implement to ensure more people are able to engage with your event. Are the tickets affordable? Is your marketing accessible and easy to understand? Are you advertising the event in accessible places? Is the event itself appealing to a diverse audience e.g. people that don't drink alcohol, all genders? Have you considered physical access needs?

Check out some suggestions below:

- Access information: provide clear access information online in advance.
- Access requests: invite people to contact you with any access requests or queries.
- Marketing: consider how your promotional material can be made visible to as many people as possible.
- Quiet room: set up a quiet room to provide a space for people to use when they need a break or private area away from the main venue.
- Personal assistant tickets: offer free tickets for personal assistants.
- Alcohol: consider making your event 'alcohol-free'.
- Seating: provide accessible seating or viewing area.
- Lighting: avoid the use of strobes and consider the general lighting used.
- Captions: set up DIY captioning with a laptop and screen for performances and shows.

Useful Resources:

- Attitude is Everything's 'DIY Access Guide'
- The Neu Project Guide

Sustainability

Sustainability if one of the SU's core values and underpins every aspect of our work. We expect all Special Event hosts to uphold this value and work to reduce the environmental impact of their event as much as possible.

Choosing Suppliers
Use local suppliers who demonstrate sustainability practices.

Catering
Prioritise vegan/vegetarian food options, consider the carbon footprint of your menu and don't over-order. Have a contingency plan in place for leftovers.

Waste Management
Create a waste management plan to mitigate the amount that ends up in landfill. This could include:

- Rubbish sorted into correct bins
- Extra food waste bins
- Signage to promote recycling at the event
- No single use plastics
- Request caterers use eco-packaging
- When recycling, make sure all tape is removed from cardboard boxes

Advertising
Cut back on physical advertisement as much as possible, favouring online marketing through email, social media and community groups like Whatsapp.

Travel
Encourage attendees to take public transport to the venue - sharing information on local buses/trains.

Event Materials
Opt for second hand materials, re-use something already owned by your group or rent equipment rather than buying. Consider local, independent and sustainable suppliers.

Additional useful resources can be found here.

Risk Assessments

In most cases, your event will not be covered by your Student Group's Annual Risk Assessment and you will need to fill out a One-Off Risk Assessment and upload it to the Special Events Base. Use the following guidance and template found here.

Donations

If you are planning on collecting donations for a charity at your event, there is a certain process to be followed. Make sure to check out our online guidance here.

Card Readers

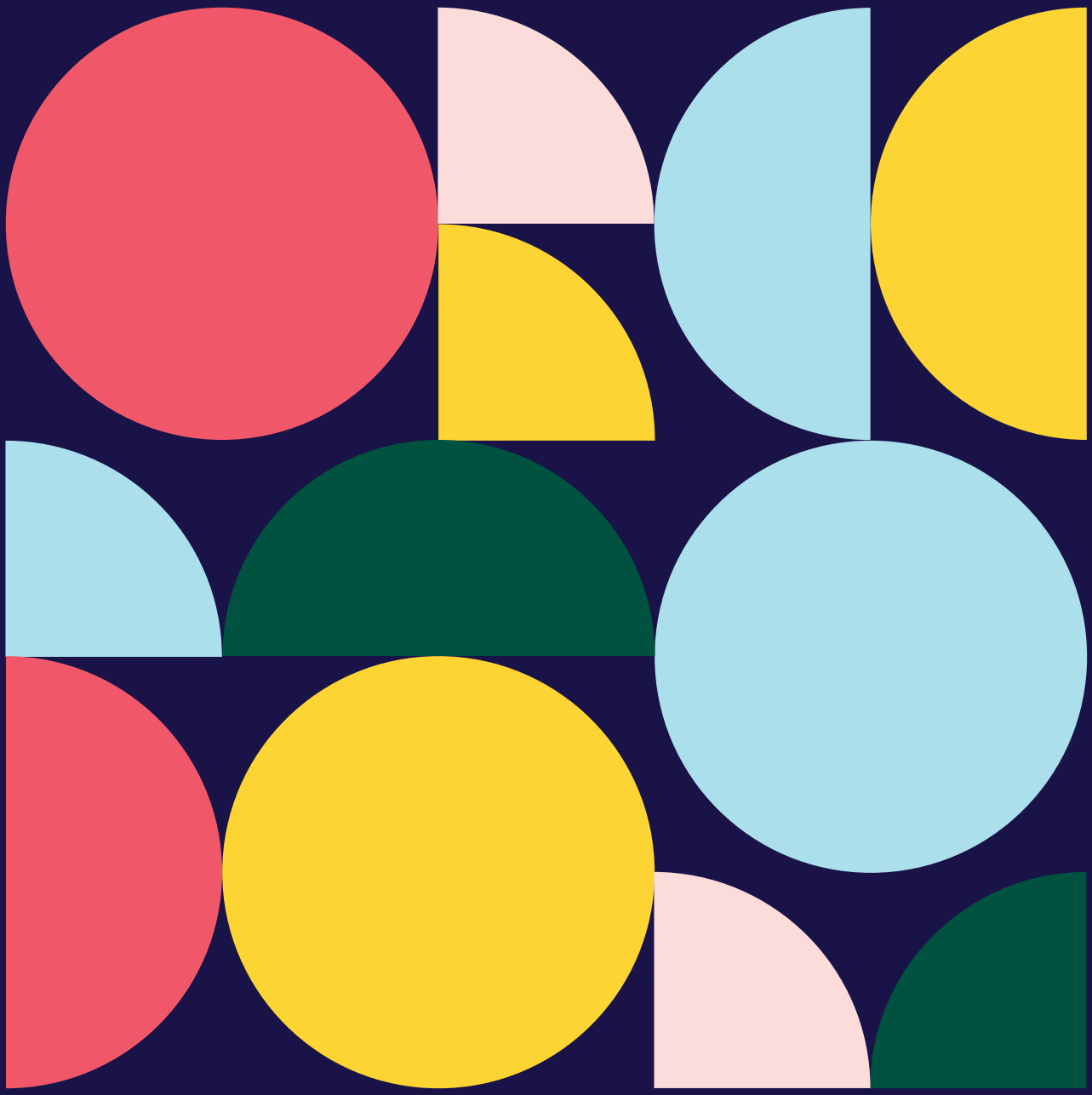
If you are planning on taking payments during the event, whether this is for on-the-door ticket sales, selling items or taking donations, then you will need access to a card reader called a 'Zettle'. The SU has a few of these available for you to use for free if required. When requesting we will just need to know the name of the item being sold and the intended charge - this will need to be sent over 2 weeks in advance so we can make sure to give our finance team enough notice to set it up for you!

Our Expectations of You

- Clear communication and responses
- Payment of all necessary technical and hire costs
- Start selling tickets for your event at least 1 month out
- Sell at least 25% of tickets 2 weeks before the event
- Clear delegation and organisation of tasks
- Provide final event details at least 2 weeks before event
- Fulfil all requirements for Marketing Support on offer
- Provide events stewards (e.g. box office, front of house)
- No surprises on the day

Cancellation Policy

If any of the above requirements are not met, we reserve the right to cancel the event so please make sure everything is planned for well in advance!



Any questions please do get in touch

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