

UNIVERSITY OF BATH STUDENTS' UNION

18 month Operating Plan

2007/2008

Specific Objectives

Aim	Objective	Action Development	Success Measures	Budget	Responsibility
Student Involvement	Involve the international community in a large scale campus Students' Union run event.	Work with the International office on a one world event.	An event run.		BOM
	Involve staff in the decision making process.	Introduction of feedback session in bars awards evenings.	Feedback session introduced.		BM
	To give clubs and societies a solid base to plan and execute their events.	Developments of elements booking form.	Booking form developed.		BOM
	Find out what events students want to see in their Students' Union bars.	Construction of Survey to put on bathstudent.com	Survey		
	A student influenced team to help develop and promote a new wide spread entertainment programme.	Create an events working group to fall under the events department.	Working group in place.		BOM

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	To keep the student body informed and up to date on operational issues within the bars.	Annual attendance & regular reporting to finance & commercial services committee.	Commercial services committee regularly updated.		BOM
	To maintain a high standard of customer satisfaction within the bars operation using student feedback.	Implementation of Mystery shopper programme on a formal basis.	Mystery shopping programme implemented.		CM/BOM/BM
Resource generation	To gain an outside area which will be used for smoking when new laws come in.	Liaise with commercial manager/estates/designers to create area by Freshers 2007.	Area complete freshers 2007		BOM / CM
	To put on event to be attended by ex-students. (Horny revisited).	Speak to University Alumni to plan event.	Event held 2008		
	To have a document for clubs & Societies on getting the best from events.	Devise document for Clubs & Societies to use which details how to get the best out of planning and marketing events.	Document complete for freshers 2007		BOM
	Development of live events.	Plan in more live events into the events program 2007.2008	Events scheduled.		BOM

Aim	Objective	Action Development	Success Measures	Budget	Responsibility
	Increase turnover by 3% and maintain GP at 70%	Continued development on raising the bars programme. Staff development and monitoring by management.	Increase of turnover by 3% whilst GP is maintained at 70%		Bars Team
	Keep labour costs below 25%	Continued work on labour strategy for the year in accordance with budgets and turnover. This to be monitored on a weekly basis.	Labour kept in line with 25% of turnover.		BM
	Maximise promotional support from all suppliers	Meet with suppliers to come up with a strategy for the year as well as making full use of the NUSL web site.	Strategy in place for Sept 2007.		BOM/BM
	Keep up to date with current market trends	Continued subscription to national magazines and web sites including NUSL. Visits to other universities and large chain establishments for market research.	ONGOING		BOM/BM

Aim	Objective	Action Development	Success Measures	Budget	Responsibility
	To make more use of the promotion and marketing of the bars through bathstudent.com	Assistant Manager responsible for this area to gain relevant training. Assistant Manager to update web site on a weekly basis.	Assistant Manager trained. Web updated weekly.		BM/AM
Student engagement	Research needs of students as part of the Raising The Bar Process	Student satisfaction survey on both Bars and Events.	Survey complete	200	CM/BOM/BM
	Engage students who live off the campus.	Target areas such as Oldfield Park for promotional purposes.	Advertising done and continually updated.		BOM/Marketing
	Engage with international students to work on important events in their own year, i.e. Chinese New Year.	Meet with international to offer services based around events.	1 event hosted by Students' Union		BOM
	Engage post graduate students to work on events in their social calendar.	Liaise with PGA exec at the start of the year about possible events in Elements.	1 event hosted by Students' Union		BOM
	To keep students informed of their views.	Publish results of surveys on bathstudent.com	Surveys published.		BOM

Aim	Objective	Action Development	Success Measures	Budget	Responsibility
Reputation/Public relations	Keep reputation as safe night club.	Continued enforcement of zero tolerance policy.	Less incident reports in the last semester. Positive feedback from Police.		Bars Team
	Continue development of relations with Bath licensee's/Police/Councillors	Attendance of Bath Bars Carter.	Charter attended.		BOM/BM
	To gain accreditation for 4 th year of Best Bar None scheme.	Maintain policy's & procedures in accordance with the law.	Accreditation gained.		BOM/BM
	To explore new lines of advertising.	Work with marketing to find ways to advertise to students.	1 Different type of advertising used to promote events through the year.		BOM/Marketing
	Continued press releases where possible to gain maximum exposure.	More positive press releases.	1 more press release than this year.		Bars Team

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Heath & Safety (Risk Management)	To keep bars risk assessments up to date.	Review and update bars risk assessments.	Risk assessments updated.		BM
	To risk asses all drinks promotions.	Introduce risk assessments for all drink promotional activity.	Risk assessments in place		BOM/BM
	To adhere to all fire procedures.	Continued			Bars Team
	To keep premises safe.	Continued use of daily management check list.			Bars Team
Diversity	To make staff aware of different cultures and religions.	Regular reviews as part of training. Talks to be conducted during bars awards evenings.	Review structure in place. One talk per year to be arranged.		BOM.
	To continue to up hold the Students' Union equal ops policy.	To follow the equal Ops guidelines and policies.	Equal Ops policy understood, followed and accessible to		Bars Team.

Aim	Objective	Action Development	Success Measures	Budget	Responsibility
			all.		
High Quality staff	To ensure staff are trained to a consistently high standard through out the year.	Develop training to include sessions at each bar staff awards evening.	Staff receives extra training at these sessions.	1K	BM
	To keep staff enthused and moral high.	Development of staff awards evening. Development of staff incentives scheme.	An enthusiastic bars team.	1k	BM
	To review Management standards document with outlines standards expected by the department.	Full review of operational management document.	Document reviewed.		Bars Team