

**Portsmouth Students' Union Trading (PSUT) Limited  
Board of Directors  
4.00pm, 28<sup>th</sup> October 2014  
Room 1, The Union Building**

**MINUTES**

**PRESENT:**

Grant Clarke (Chair)  
Anna Clodfelter

Emily Dell  
Ian Watson

Kayleigh Teague  
Rhian Johns

**In attendance:**

Ian Lockwood  
Cherelyn Cuthbert

Tom Worman  
Blue Spire

Fern Lewis  
Brendan McCarthy (Minutes)

**AP: Ian W asked for a pack to be sent as he is often travelling which makes it difficult to access paperwork. AC will action this.**

Anna will ensure the link to online papers is sent out to all externals.

The chair introduced the clerk and the accountants and everyone in attendance introduced themselves

**1. Apologies For Absence**

None

**2. Declaration of Interests**

None

**3. Minutes Of Previous Meeting**

AC confirmed that the Action plans now appear at the bottom the agenda

**4. Matters Arising And Action Points From Those Minutes**

**4.1 Advertising Policy – agenda item**

4.1.1 Tom W has asked that the document circulated in papers should be ignored and a more efficient/relevant document will be circulated in due course.

4.1.2 Ian W has been giving advice to Tom W to make the policy more user friendly and to help identify the core principles we stand by. This includes looking at the principals we will not accept from external companies. They have also looked into usual ethical concerns and how we can

present this to students. Tom W will take this forward and consult. The new document will be called Advertising and Sponsorship guidelines.

4.1.3 The chair queried whether the same specifics in 2.0 will be part of the new document. Ian W felt the core values would carry forward.

4.1.4 Kayleigh T queried how this document will help decision making. Ian W highlighted that they are currently looking at this and that it would form part of the guidelines

4.1.5 The chair queried whether student groups would have input? TW reported that there will be a stress test exercise carried out with students and sabbs to test some of the values.

**NOTE: As part of the document - Ian W to help TW to outline controversial categories. Why are they difficult to get right? What filters can we apply? and what judgements would people make when those filters are applied?**

**ACTION: Final draft Advertising and Sponsorship Policy to come back at the next meeting via consultation – TW to lead**

- 4.2 **Budget variances to last year –**  
Item discussed in Finance and Audit committee 28/10/14.

## **5. Business Matters**

### **5.1 Advertising and Partnerships Policy draft – TW**

Item addressed under Matters Arising

### **5.2 Trading Report – TW**

#### ***Trading and Partnerships***

5.2.1 Tom W reported the key headlines. Traditional incomes have been slow but face to face sales have been above national average. Current position is £2,500 over expectations. The Business and Sponsorship team managed to negotiate a deal with Aquacars.

5.2.2 Rhian J asked what benefits the company get. Tom W highlighted:

- Dominos-exclusive pizza deal – lots of local competitors
- Aquacars – exclusive taxi deal – lots of local competitors. They get a year package rather than individual deals that other companies get which works out cheaper for them.

5.2.3 Emily D asked why in forecasting we expected to make less. Tom W highlighted this was because it was the first proper year of new business model.

5.2.4 Rhian J asked why one partner, Eskimo 11, has grown successfully and quickly. Tom W felt there was greater variety in their provision.

5.2.5 The chair asked how we will account for deficit of income to the trading company and is this something we should worry about going forward? Tom W said there is usually a surge at the start and it is difficult to predict how this will go. Tom W is not concerned about not hitting budget at this early stage. It is minimal numbers in terms of takings. Tom W said that marketing is more face to face than traditional now.

5.2.6 Emily D queried the ethics of partner company Brand Ambassadors on commission only contracts, raising national media concerns about payment and internships. Tom W said this issue is going to be built into the advertising policy.

### ***Retail***

5.2.7 Tom W reported that clothing sales are strong. Sales price of the hoodies has been dropped due to the higher volume of sales. New ranges have been introduced and the brand modernised. The process of buying small orders and trialling it has been successful. The sabbs reported they had noticed lots of students wearing these.

5.2.8 Leisurewear from the shop is being cleared. Brillens (printing company) are helping UPSU clear the stock. They came in for 3 weeks to help clear this, they take the money for the print and here is no staff cost for this. This will happen weekly until stock is clear. Brillens are also helping us look at progression and what leisurewear can be provided.

5.2.9 Tom W said Creative images are selling similar items and TW will address.

5.2.10 NUS Extra sales are doing well with a rise in sales. The Coop deal has helped this. Rhian J commented that she was recommended to go to UPSU for best practice regarding sales of NUS cards. Tom W reported that UPSU is one of the leading unions in card sales alongside Plymouth and Reading

### ***Events***

5.2.11 Ticket collection was held for the first time in The Union. This event engaged with 4,000 students.

5.2.12 Fresher's Fayre is growing. Estimated that 16,000 students passed through across the two days.

5.2.13 Monday market launched at the start of term and this has now resulted in traders recommending traders. Veg company are looking at setting up a veg box. TW is still looking at long term wet weather plans.

5.2.14 Trips and Tours – Disneyland cancelled due to the company pulling out. Now looking into running the trip in March. Budgeting may be out as a result. Many of the daytrips have sold out.

## **5.3 Fresher's Presentation – TW**

5.3.1 Tom W presented a video to the group. Tom W also talked about the Great British Garden Party. The event went well.

Ian asked what groups don't we reach – TW highlighted Postgrad/Part Time/ Distance Learner as traditionally non-engaged.

5.3.2 Ian L asked about International students and if we monitor how many come use Union Services. TW said that it is difficult to monitor this as students don't have their cards at this stage. TW reported that lecturers will take students to Freshers Fayre as part of the induction programme. Often International students engage well in terms of activities such as trips and Tours.

AC reported that we will be looking at current sign up levels to student groups and this will be a good measure for where we are.

ED reported high international engagement in RAG trips. FL highlighted that international students are engaged in volunteering fayre and the beach clean. The chair highlighted that sport is the area that international engagement is generally weaker. VP Sport is working closely to drive this participation.

## **6. Finance Matters**

### **6.1 End of Year Accounts and Audit Report 2013-14 – AC/JP**

6.1.1 TW highlighted that trips and tours did not take off as well as had been hoped and the proposed bungee jump was cancelled. The trading budget is more firm for this year. TW feels this is more realistic than in previous years.

6.1.2 Excess Leisurewear was written off last year. Tom W allayed fears of further bulk buying and felt that the focus and feedback from retailers is for small targeted lines. We are now achieving good margins on new T-Shirt and hoodies lines.

Rhian J was concerned about the gift aid payable to the charity. Why has this gone down. AC explained that the stock write off has reduced the gift aid.

Additional management charge for the trips and tours line was highlighted due to a staff members salary being moved

John P highlighted that there was a big VAT payment in the income for the prior year that skewed the surplus for the year.

Ian L asked how the management charge is treated. CC said This is done monthly on each area for PSUT last year. It was around 17% profit of PSUT and salaries. CC said this had been reduced from 4 area management charges to 1 organisational.

Ian L asked if they were happy that the Union were compliant. Blue Spire raised that from the charity perspective there would not be a concern from HRMC.

Blue Spire are happy and have helped tidy up processes. Account management will be changing from 2016 but this will not affect us in any way

**NOTE: The committee approved the End of Year Accounts and Audit Report 2013-14. the Chair signed this agreement on behalf of the committee.**

## 6.2 September Management Accounts – CC/JP

6.2.1 Cherelyn C provided a more detailed report than the one circulated. The big variance is advertising being ahead of forecast. £11,000 extra has been made through advertising this includes the new deal with Aquacars. Cherelyn C reported that some partners have decided to pay in one lump sum or in two or three payments rather than phased across the budget.

## 7. Any Other Business

### 7.1 Letter of Representation

Blue Spire have provided us with a liability document to ensure we are not breaking laws or committing fraud. This highlights the accounts are the directors responsibility. Personal liability is also included.

**NOTE: The Letter of Representation was approved and the Chair signed the document on behalf of the committee.**

## 8. Date and Time of Next Meeting – 20.01.2015 at 4pm (amended to 23.02.2015)

Action	Who	Update	Status
28/10/14 – new version draft Advertising Policy to go to next meeting	TW		
19/8/14 - Draft Advertising Policy	TW	Agenda item 5.1 at 28/10/14 meeting	complete
19/8/14 - Summary of budget variances	-	Discussion of detail in Finance Committee 28/10/14	complete
28/01/14 – Trustee recruitment	MS/AC	Trustee recruitment complete end April 2014	complete
28/01/14 – Business Development 3 year plan and restructure implementation	TW	Implemented and reported at 22/04/14 Board	complete
26/6/13 – tender for night-time economy partners	TW	Agreed at 29/01/14 Board	complete