

**Portsmouth Students' Union Trading (PSUT) Limited**  
**Board of Directors**  
**MINUTES**  
**4.00pm 23<sup>rd</sup> February 2015**  
**Room 1, The Union Building**

**Present:**

Grant Clarke (GC) – Chair, Emily Dell (ED), Kayleigh Teague (KT), Anna Clodfelter (AC), Rhian Johns (RJ)

**In Attendance:**

Fern Lewis (FL), Tom Worman (TW), Ian Lockwood (IL), Kunal Shah (KS), Blue Spire, Cherelyn Cuthbert (CC), Lucy Simpson - Minutes

**1. Apologies for Absence and Welcome to New Clerk**

No apologies received. Chair welcomed new clerk. Ian Watson not in attendance.

**2. Declaration of Interests**

None

**3. Minutes of Previous Meeting**

Minutes from 28<sup>th</sup> October 2014 agreed

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

4.1 Advertising Policy – agenda item

**5. Business Matters**

5.1 Advertising and Partnerships Policy final draft – TW

TW – This has already been to BoT and circulated to various different parties. Asked for approval.

RJ – 2 questions: Under the sex/pornographic section, what is the Unions stand on dating sites?

TW – believes this is a grey area and would like to take a steer from trustees.

KT – if we allow one then we allow all. It is not necessarily pornography or sexual services but UPSU's reputation is at risk.

GC – believes dating apps are a form of social interaction media not the purchase of sexual services.

RJ – has heard of a specific dating company targeting student unions offering things like speed dating to introduce people.

GC – believes that this is ok as long as there is no purchasing of services.

ED – where does the line get drawn on paying for dating websites?

KS – sites often look fine when people sign up to them but they innovate so quickly and there are no government regulations around this so could put our reputation at risk. We could go with a company who looks like they are within the boundaries of our ethics but unless we are interacting on their site we don't know how they operate.

TW – it is a risky area but we have to bear in mind that our members are 18 and educated and can make the decision for themselves.

AC – anything that isn't specific is caught in section 4 of the policy, activities have to reflect the spirit not just the letter of the principle of the policy so if it's going to put our students at risk then we wouldn't do it anyway because the principle of the policy is what leads us to decision making. So this should be looked at on a case by case basis.

TW – the responsibility lies with his team to check this and they will hold up their hands if they get it wrong. But the policy will guide them.

GC – asked if there was a wider room to have an ethical practice policy.

TW – this is due in May.

RJ – there are separate bullet lists for alcohol and gambling which are different. Can these not be combined to make it more comprehensive?

TW – these lists were taken from guidance from the advertising code of practice but can be combined if Trustees require.

IL – for these grey areas, maybe a more specific reporting line about dating advertisements (less generic) within the advertising about where to go with any issues surrounding these types of advertisers to bridge this gap.

TW – there is already a section in the Galleon about complaints but this can be added to emails and social media.

IL – would suggest something more specific about dating.

TW – concerned about barriers to selling advertising as limited staff and adding more specific layers would make it more difficult. The more risqué stuff would be looked at by his team and then go to AC if unsure if it would potentially damage our brand. This policy came about due to the grey areas of advertising partners.

GC – happy with policy and it can be amended as and when necessary.

KS – with restrictions on political advertising, wants to know if this is just in the run up to elections or a full time restriction?

GC – this is full time due to the charity commission.

KS – does the policy leave trustees the discretion to take positions?

AC – thinks that the Lobbying Act should be in that section.

**TW – to ACTION.** The advertising policy does not dictate how Trustees should operate.

KS – asked what the stance is on E-Cigs? If the union has an anti-tobacco stance then recent research shows that E-Cigs are not such a great idea health wise either.

TW – this is another grey area and this will be looked at on a case by case basis. The policy needs to be fluid.

KS – asked for the Union's policy of vaping.

AC – it is not allowed in any University buildings including the Union.

GC – with those recommendations, asked for approval. After these adjustments the policy is ready to use and final updated copy will be circulated.

#### **ADVERTISING POLICY APPROVED**

#### 5.2 Trading Report – TW

TW – retail has done very well and turned things around so it is now not just NUS extra which is keeping the shop afloat. This is an upturn where there is a national downturn.

CC – JG has been excellent at getting student feedback and has had very good attendance from student focus groups.

GC – asked if the AU Tour was on-track.

TW – 653 people booked which is in line with limiting the risk reducing by 50 each year. Negotiation has led to reduced costs and increased income.

KS – asked about selling services to other unions under PSUT.

TW – we don't really do that anymore as unions are doing it for themselves.

KS – Is there any scope for developing this?

TW – not at the moment but if an opportunity arose we would look at it. We would also not want to charge to support other unions when we have received similar support in the past from them for free.

#### **PAPER NOTED BY THE BOARD**

### 5.3 Business Plan Update – TW

TW – presented the half yearly update with colour coded status.

GC – do the amounts of ambers/reds mean that there were too many ideas to start with?

TW – potentially but also not enough staff to support the ideas. There are some ambers which are financially amber but still a success like the Opportunities Fayre which was sold as part of the Freshers package.

AC – would prefer to continue try new ideas.

TW – agrees as the amber/red items were new low risk ideas for minimal income.

GC – also agrees as long as staff time is not wasted on small projects.

RJ – if big items were red then that would be a concern but small items are worth giving a go.

TW – with the new budget we are also going to try new things with minimal risk to our big income generators.

KS – asked how Purple Wednesday can be picked up.

TW – this is difficult as bar sales are dropping across unions. We are lucky as ours is good but we wouldn't want to be reliant on external bar profits. Student feedback shows that night club events aren't something they want.

RJ – there is a national trend that bar sales are dropping and food sales are rising.

TW – would like to investigate late night, social coffee shops in the future.

**PAPER NOTED BY THE BOARD**

## 6. Finance Matters

### 6.1 PSUT Budget Themes 15/16 – TW

TW – this outlines the themes for next year with proposals / changes / reductions / increases.

GC – thinks that it is good that the welcome weekend is classed as a major activity.

TW – 5 stalls will be increased to 10 due to increased foot flow through the Union building.

RJ – will there be an impact with the 3 year NUS Extra cards?

TW – there has been limited support from NUS so we don't know the impact this will have and have budgeted accordingly. We are in the top 2/3 unions with 32% penetration (Plymouth are top with 37%).

KS – asked if this information can be used as part of a debate about NUS affiliation.

TW – no issue with information about NUS Extra being a good income generator being used.

AC – asked about Student Enterprise.

TW – the University degrees set a project each year for students to set up an enterprise. He would like to support the students in growing their services. This could be the use of shop space for set commission rates or enterprise fayres. It is not designed to make us large amounts of money and there will be lots of variables with how we set rates.

GC – thinks this is great idea as the drop off rate for graduate start up small business in Portsmouth falling after the first year is above average.

AC – asked about the Events Proposal.

TW – A proposal has been put to leadership to expand the events team. It's a 3 year plan with the hope that it will become a 'learning company', self-sufficient for students and the university. It will involve a placement student from the events and management course. This will be a slow grower but will develop for the benefit of students, the University and UPSU.

KT – there has been feedback from students asking why the university doesn't take placements students so hopefully the University will follow our lead.

**PAPER NOTED BY THE BOARD**

## 7. AOB

None

**8. Date and Time of Next Meeting**

Tuesday 26<sup>th</sup> May 2015 at 4pm

Room 1, The Union Building

**ACTIONS**

Action	Who	Update	Status
Add Lobby Act to the Advertising Policy (5.1)	TW		On-going

**Minutes Approved:** \_\_\_\_\_

**Date:** \_\_\_\_\_