An Evaluation of Late Night Do It Right
Lancaster University & Lancaster University Students’ Union

What problem/issue is your project trying to solve?
Reducing the number of issues at The Sugarhouse and on-campus venues due to over intoxication and excessive alcohol consumption. {Pre-drinking & Binge Drinking]

What are the key aims of the project?
- Providing a safe environment for students to socialise on a night out.
- Raising awareness of irresponsible alcohol consumption and its impacts.
- Educating students on how to know their limits, drink responsibly and staff safe.
- Providing free and safe transport back for students after a night out.
- Proactively staging early interventions for students who have over consumed alcohol.

Description of project
The partnership launched the ‘Late Night, Do It Right’ campaign with a goal of promoting responsible alcohol consumption amongst the student body. The campaign has focused on educating students around how they can have a night out safely and by making some small changes to their normal behaviours they can still have an active and safe social life.

This campaign has involved the partnership developing a clear and central brand, promoting a contemporary student identity around responsible alcohol consumption and staging positive interventions at The Sugarhouse nightclub and on campus on the busiest nights of the term, in order to maximise the overall impact of the campaign.

Interventions have included running awareness stalls where free water and snacks are given to students, providing information on responsible drinking and safety tips to students via electronic communications, engaging in conversations around responsible drinking with those attending events and where required providing welfare/first aid support to those who are intoxicated, the operation of ‘safe spaces’ within The Sugarhouse venue and helping students to get home safely either via a free bus or a taxi paid for by the Students’ Union or Campus bar for those students who are over
intoxicated. We also now offer free soft drinks [draught] to students who are the designated driver in their group and show their keys to bar staff at The Sugarhouse.

Additional activity has also included running awareness stall on campus during the day, promoting the campaign to students and educating them around responsible drinking practices. A video was also commissioned and promoted out to students.

The project has been student led and staffed largely by student volunteers or student staff at the venues, and supported logistically by career staff from both the Students’ Union and University.

**What have been the challenges?**

The core challenges around the project has been ensuring there have been enough student volunteers to staff the events on all the nights where we identified interventions were needed, i.e. the busiest nights on campus and The Sugarhouse.

As such we have in some instances had to rely on student staff at last minute, who whilst able to operationally deliver the activity have not always had the detailed knowledge of the wider campaign.

**What opportunities has the project created?**

The project has created a number of volunteer opportunities for students as it was important to the partnership that the project be student led in order to make it relatable to students.

We have also where possible created opportunities for students to be involved in developing and creating the content for the project. This has included the partnership commissioning two campaign videos which have been filmed and edited by students as part of internship and paid opportunities.

The project has also created the opportunity for paid student employment with the creation of student welfare ambassadors at The Sugarhouse venue in order to increase the overall capacity to deliver interventions during normal operating hours i.e. outside of key events in the calendar e.g. Welcome Week and Extravs.

**Are there any changes you are going to make?**

We are increasing the range of snacks which we offer to students on nights out to include more healthy alternatives e.g. fruit. In line with our sustainability policy we are also looking at reducing the amount of plastic we use as part of the initiative by replacing plastic cups and straws with more environmentally friendly options.
We are also looking at increasing the frequency of awareness events on campus and giving a stronger campaign focus on the impacts of excessive alcohol consumption and academic attainment/performance.

We are also improving on the reporting of alcohol related incidents in venues through the implementation of a new reporting form so we can do more longitudinal analysis and identify trends in the academic year where we see a spike in incidents and therefore require more intervention activity.

We are also looking at improving the training for welfare ambassadors and volunteers to cover mental health first aider training.

**Do you have any advice for other SUs – do’s and don’ts?**

Our key advice would be that you need to think carefully about the frequency at which you run the events and how you will adequately staff these. It is also important that you allocated adequate financial resource to your campaigns/interventions as you will be surprised at the amount of stuff that you give out to students.

Marketing and branding is also crucial so that students can relate the activity back clearly to your wider campaign and the alcohol impact initiative.

We would also encourage other SU’s to think about the environmental sustainability of their initiatives and where possible to reduce the amount of plastics used.

**Was there a key factor that ensured the success of the project?**

The key success to the project has been that it has been student led and therefore more relatable to students. We have also been strategic around when we have run events in order to maximise the impact and reach the largest number of students. This has been determined by looking at historic data on average attendance figures for each term to decide when we will have the largest number of attendees.

**For more information contact:**

For more information on the project or to express an interest in volunteering then please contact advice@lusu.co.uk
Photographs