

Commercial Turnaround for Heritage Venues

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Background

- Industry wide, and UEASU specific: less drinking, less going out, cost of living, post-covid cohorts
- Change: too much too quickly
- Credit where credit is due: team kept it going during a very turbulent time for the SU as a whole

The details

- Bread and butter wasn't cutting it anymore: not a reliable system
- RIP Damn Good, A-List and the lot. Apart from Sports Night
- Michelle Berry: honest about where we were, not what we thought. Tough to hear but it was a good reality check
- So much love for the LCR and the Waterfront yet: open days, generational memories

Commercial Turnaround for Heritage Venues

- Commercial audit: gave us the barometer and set the scene for Board, staff, and members
- Commercial expertise on the Board, and Commercial strategy through Change Manager
- Real opportunity to continue civic and foundational significance of WF/LCR
- Brought in Head of Commercial with sole focus on this strategy

Head of Commercial

- Overcoming the idea that things might go back to 'normal'
- Removing top-down decision making and allowing for risk again
- New club nights & finding other use for our spaces

Learnings

- The approach we are taking for the new year: Innovate as much as possible. More events, lower caps, diversify the programme
- Finding money from any other sources
- Agility with what is trending, and what is to come: student voice

Full-Time Officers 2026/27



No Scrubs



Gasolina



Party Poppers

UEASU PRESENTS

PARTY POPPERS

PLAYING POP TUNES FROM YOUR FAVOURITE FESTIVAL HEADLINERS

★ DJ ★ HARRY ZARA ★ SAM ★ FRED ★ DUA
DEBSTAR STYLES LARSSON FENDER AGAIN LIPA ★

★ LOLA ★ CHARLI ★ OLIVIA ★ NOAH ★ SABRINA ★ JUSTIN
YOUNG XCX DEAN KAHAN CARPENTER BIEBER

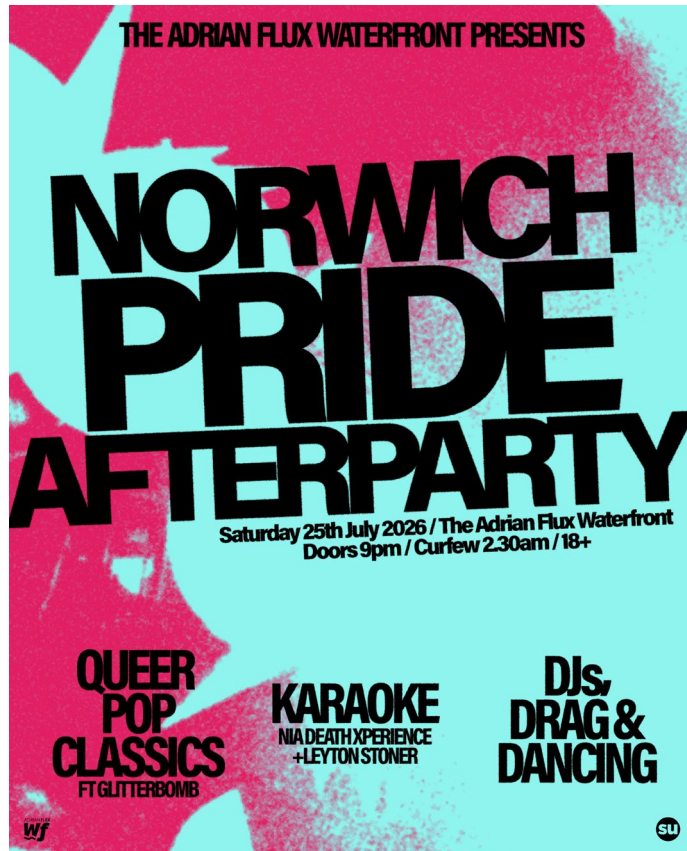
★ OLIVIA RODRIGO • TAME IMPALA • SOMBR • KATSEYE ★
★ RAYE • DAVE • TEMS • PINK PANTHRESS • DOECHII ★
★ CHAPPELL ROAN • GRACIE ABRAMS • CENTRAL CEE ★

SATURDAY 16TH MAY • THE LCR • 22:30-02:30 • 18+

LCR UEA SU



Pride Afterparty



Fan Park



Fin.
Questions?