

Trading Insight

July 2024

nus charity
national union of students

Inside:

Michael Kill talks to us about the night time economy

Keeping orange juice on the table

Earn extra revenue through affiliate marketing

The rise in competitive socialising

And more...



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Welcome!

Our first issue of Trading insight for the 24/25 academic year.



As the first issue since Trading Summer Conference which was a new event in a changed format, it's worth pausing to thank everyone who attended the event. Delegates valued the opportunity to network with other movement colleagues across the country and unite in discussions on shared challenges. Our special thanks go to the team at Cardiff Students' Union for their dedication and professionalism in delivering a fantastic couple of days for the membership.

If you were not able to make it to Cardiff, don't worry, you can catch up with the presented sessions on [NUS Connect](#). It was great to have so many students' union professionals step forward to hold sessions, debates and plenaries delving into the challenges, opportunities and solutions that are so much more surmountable in collaboration. It's only the start of the conversation.

This issue covers some of the content that was discussed in Cardiff. Our guest keynote speaker Michael Kill, CEO of NTIA, updates you on new hope for the night time economy in the winds of change from a new Labour government. You can read about

the benefits of Kitchen CUT, a new hospitality F&B engine with an integration to central billing that gives live and accurate menu and stock data, and you can find out more on the Sustainable SU's Charter, setting out essential work to help the movement as a whole understand, plan and ultimately reduce carbon emissions on a local and national level to be in the position to be able to meet the 2050 legislation for net zero.

I hope you enjoy reading this issue and catching up on the conversations from early summer and that it provides you with some inspiration for the forthcoming academic year when the new intake of students will shortly be upon us! Enjoy the rest of your Summer! ■

Jo Heuston

Jo Heuston, Assistant Trading Director

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NEW GOVERNMENT.

NEW HOPE FOR THE NIGHT TIME ECONOMY?

In the wake of the pandemic and cost of living crisis, the night time economy has been fraught with challenges. The lack of recognition for its socio-economic and cultural relevance and insufficient focus on its survival, has left the industry in tatters with operators flailing to keep their head above water.

For those who came to Trading Summer Conference, you'll recognise Michael Kill, CEO of the Night Time Industries Association ([NTIA](#)); a trade and membership organisation that has driven substantial improvements in licensing regulations, the promotion of diverse talent, and the enhancement of safety and security measures across the industry.

Michael has led high-level initiatives with local and national governments and key stakeholders, focusing on best practice for venues, bars and pubs, festivals and live venues, and was a high-level media advocate for the night time economy throughout the pandemic, featuring in central government strategy and over

20,000 media interviews during the period.

Commenting on the sector, Michael said: "Nightlife has always been the heartbeat of our culture, a vibrant testament to our creativity, diversity, and resilience. Over the past few years, our sector has faced unprecedented challenges, with countless businesses tragically lost and many more on the brink.

"Yet, despite these hardships, our resilience is pushing us through. Innovation and adaptability are at the forefront, with venues embracing new technologies and sustainable practices to create immersive and safe experiences.



“The demand for social connection is stronger than ever, and we’re seeing a renaissance of community-driven events that celebrate local talent and inclusivity.

“We must continue to advocate for fair policies and support to ensure the survival and growth of our beloved industry. The future of nightlife is not just about recovery; it’s about reinvention and progress.

“Together, we are redefining what it means to come together, dance, and celebrate life in ways that are more meaningful and impactful than ever before.”

While welcoming the new Labour government and their commitment to the sector, he said ‘the real work starts today’.

The NTIA urge Labour to take time to not only listen and consult on policies impacting the sector, but recognise the challenges and the true value the night time economy has in the local economy, shaping the community, and the impact on social, physical, and mental well-being.

Top of the list of asks is to appoint a dedicated Minister for the Night Time Economy to ensure focused attention and strategic direction for the sector along with regional representatives to facilitate effective strategy, communication and coordination across local regions.

The NTIA want the new government to address the rebuilding and protection of existing businesses that are integral to the cultural fabric of our communities. The funding of grassroots spaces and cultural events is essential for recovery, and introducing a heritage protection scheme will help ensure the preservation of

venues and create a foundation for the future. They also ask that VAT is aligned with European levels to support recovery and growth in the UK but also enable businesses to remain competitive internationally.

Michael said: “The new government has a considerable opportunity ahead, with the current majority, there is an opportunity for meaningful and transactional change. We need the new government to prioritise meaningful policy changes, strategic and targeted financial support, and collaborative efforts to shape the future of nightlife. This will ensure a sustainable and thriving future for night time industries.

“Together, we can create a robust and vibrant nightlife economy that benefits communities and drives economic growth. The NTIA stands ready to work with the government to achieve these goals.” ■



Our sector must rebuild trust with the new government, after years of feeling misunderstood and undervalued, we must work towards changing the narrative around the value of the night time economy, secure stronger representation at all levels, and create a more integrated regulatory system. We must also address tax disparity, reform business rates, protect independent operators, and align VAT with European standards.



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3. **SPENDING MORE** – DRINKERS ARE PREPARED TO PAY MORE FOR DOOM BAR VS THE CATEGORY LEADER. DRINKERS TOLD US THEY'RE PREPARED TO PAY MORE FOR **DOOM BAR KEG** VS THE UK'S LEADING CORE KEG ALE **JOHN SMITH'S**³.

For more information or to arrange an install please contact National Account Manager Vicki Neil.
vicki.neil@molsoncoors.com | 07808 097165

1. On-Trade – CGA data w/e 25 March 2023 and Off-Trade IRI data w/e 25 March 2023; last 52 weeks, #1 cask ale in volume.
2. Internal MMR product taste research 2023.
3. Internal Conjointly brand research 2022.



Kitchen CUT is delighted to have been chosen as the central hospitality solution for NUS Charity both for and by members.

Providing live, accurate menu and stock data for all stakeholders on all devices, whether its ordering orders, kitchen teams responding to margin alerts or students searching for allergens on your website or QR code, the data is always accurate - one version of truth at all touch points.

Kitchen CUT connect with central billing to make your online ordering, receiving and central billing workflow easy to use. Any agreed changes to supplier data (product, price, allergen) alert you instantly to the impact on

margins for your sales items to enable you to make changes and maintain consistent margins. They automate CO2e data with their partner Klimato which means when you create recipes, the cost, allergen and CO2e data per dish is automatically produced for you.

Kitchen CUT can configure your different reporting outlets with API integration to multiple POS (Including Lightspeed, Kappture, Zonal, Square, others) to enable fast area stock taking with consolidated theoretical vs actual reporting provided immediately. This central NUS Charity solution is now available to all members. ■

[Find out more >](#)



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GENERATING REVENUE FROM AFFILIATE MARKETING

If you came along to Trading Summer Conference, you may well have joined Lizzie Bone's workshop on how to generate revenue from affiliate marketing. All SUs who are members of NUS Charity are able to promote some centrally agreed deals with MoneySuperMarket and Quidco (with more deals to be announced), so you can generate your own affiliate revenue without having to join an affiliate platform or negotiate with brands.

Lizzie has 11 years experience in affiliate marketing and has worked with NUS in different contexts since 2009. Joined by Rosie Taylor and Sarah Jaques from MoneySuperMarket, the workshop covered the different ways SUs can create income through digital channels.

If you didn't get a chance to attend or would like to learn more, Lizzie will be hosting a webinar on Wednesday 24 July at 13:00 which will cover two elements:

- **Affiliate Marketing DIY:** how to generate affiliate revenue independently through your own digital media.
- **Affiliate Marketing via NUS Charity:** details of affiliate deals brokered by NUS, how to express interest, and how to run them on your own digital media.

If you'd like to attend, simply complete this [form](#) and we'll add you to the meeting invitation.

You can also submit an expression of interest (no strings attached!) to take part in the pilot by entering your details [here](#) and we'll send you a quick intro and short internal due diligence form.



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Z Cloth Envirolite Plus Roll	ELPR500B	Blue, Large	500
Z Cloth Envirolite Plus Roll	ELPR500R	Red, Large	500
Centerfeed Rolls 2 Ply Blue	RW4685	150m	6
Exel Revolution Mop	103074B	Blue 200g	Each
Exel Mop Socket PY Yarn	102266B	Blue 200g	Each

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GAME CHANGERS



Competitive socialising mixes the excitement of games with spending time socialising.

According to research by Mintel, participation in competitive socialising has increased by 13 per cent from 58 per cent in 2019 to 71% in 2023. Young people in particular have latched on to the concept, looking to socialise in places that are less 'pub-centric' and more experiential.

While the cost of living has had an undeniable impact on visits and venue spend, as the economic landscape recovers, we can expect the interest in competitive socialising to regain momentum.



The benefits...

Increase dwell time - research has shown that providing competitive games or live music increases the time customers spend in a venue. Coupled with an enticing dining and beverage experience can drive dwell time.

Get that competitive edge - making your space stand out against the competitors gives customers a reason to visit and come back!

Socials - competitive socialising creates valuable user-generated content on socials - those 'insta-moments' which get shared online can mean new customers.

Change it up - with so many different activities available now in the competitive socialising arena, if you have the space, changing the activities on offer will support all the above.

According to KAM research, 2 in 5 visitors to competitive socialising venues either 'often' or 'always' go for a drink somewhere afterwards and 39% of regular visitors (<once a month) 'often' or 'always' eat somewhere else before. This highlights the opportunity to grow spend per customer by improving your food and drink offering.

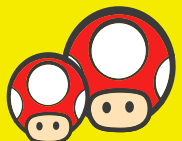
100% of SUs that have already introduced competitive socialising said it has been popular with students*. Pool tables are the most popular equipment, but foosball, darts and table football are also going down a treat. Salford Students' Union have a list of gaming equipment to be proud of with three pool tables, foosball, 4 retro arcade machines, a pinball machine and three retro games consoles being used regularly.

Unfortunately, not all venues have the space to add competitive socialising to their offering but you'd be surprised what can be achieved in the smallest of spaces – think George Clark - then get in touch if you'd like to discuss solutions that work for you.

Sources:

KAM research: www.nusconnect.org.uk/resources/kam-competitive-socialising-report-may-2024

NUS Charity. Competitive socialising survey



TASTE ANOTHER SIDE OF JACK

**BEST SERVED
WITH LEMONADE
& FRIENDS**



Go fresh at freshers

Student demand for quality when it comes to food has never been higher but they are also more environmentally conscious. It is becoming much more a factor when deciding where to eat and drink out. Embracing the seasons is a way you can demonstrate quality that's in tune with nature.

Reasons to celebrate seasonality ...

Health and nature

With every season comes a variety of fruit and vegetable that flourish in different conditions. Apples are picked in the autumn and beetroot harvested in the spring. Nutrients are at their peak at the time of picking so seasonal produce is more nutritious and you're also demonstrating how your kitchen works in harmony with nature's rhythms!

Cost

Generally seasonal produce is cheaper when it's in season as it's more abundant. Costs rise out of season due to availability. Their natural growing conditions are usually the cheapest means of growing them.

Eco-friendly

Organic, regeneratively farmed British produce has a lower carbon footprint than energy intensive, intensively farmed fruit and vegetables and it's in tune with nature.

Taste

As produce is harvested at its natural peak - it tastes better too!



Here's a list of Autumnal seasonal fruit and vegetables to feature in your Freshers menus:

september

Apples | Artichoke | Aubergine | Beetroot | Blackberries | Blueberries | Broccoli | Cabbage | Carrots | Cauliflower | Celeriac | Celery | Chestnuts | Chillies | Chives | Coriander | Courgette | Cucumber | Figs, French beans | Garlic | Grapes | Kale | Leeks | Lettuce | Mangetout peas | Marrow | Mint | Onions | Oregano | Parsley | Pak Choi | Pears | Peas | Peppers | Plums | Potatoes | Pumpkin | Raspberries | Radishes | Red currants | Rocket | Rosemary | Runner beans | Sage | Samphire | Shallots | Sorrell | Spinach | Spring onions | Squash | Sweetcorn | Swiss chard | Thyme | Tomatoes | Turnips | Watercress



october

Apples | Artichoke | Aubergine | Beetroot | Blackberries | Broccoli | Butternut squash | Carrots | Celery | Celeriac | Cranberries | Elderberries | Fennel | Fig | Grapes | Kale | Leek | Mushrooms | Parsnips | Pears | Pepper | Plums | Potatoes | Pumpkin | Rocket | Runner beans | Shallot | Sweetcorn | Swede | Swiss chard | Turnip | Watercress



november

Apples | Artichoke | Beetroot | Brussel sprouts | Butternut squash | Celery | Celeriac | Clementines | Cranberries | Kale | Leek | Mushrooms | Parsnip | Passionfruit | Pear | Potatoes | Pumpkin | Shallots | Swede | Swiss chard | Turnip





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No training required. The intuitive touchscreen display guides the user step-by-step for the perfect cup of coffee.

Never run out. Podio keeps track of all dispensed drinks, helping operators know exactly when it's time to reorder.

**So, what are you waiting for?
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Costa.Corporate@costacoffee.com

OJ squeezed

Just as we overcome one challenge, another presents itself and this time, it's the favourite breakfast staple; orange juice.

Over 75% of global supply comes from Brazil (São Paulo) but this year's harvest is expected to be down by 24% on last year for the third year in a row. Orange trees in Brazil, as well as the US (Florida), have been hit by poor weather along with an incurable disease called citrus greening disease where sap-sucking insects turn the fruit bitter before killing the tree. This has caused prices to rocket by more than 20%.

The [International Fruit and Vegetable Juice Association](#) has been campaigning for UN food regulations to be eased to allow for mixing juice with other fruits such as mandarins, or mixing the fresh crop with frozen juice. However, these short-term solutions aren't workable in the long-term when taking in to account labour costs, added processing to create a blended product, and the increased logistical costs. It's likely customers would also expect prices to come down for a blended product so ultimately, there would be less investment in new orange trees for the future market.

So what else can the supply chain do to keep orange juice on the table?

Several stages are involved in the processing of orange juice with multiple layers of businesses. In the short to medium term, retailers and wholesalers could identify new sources – Europe is now importing product from Egypt for example. Or they could negotiate contracts with fixed term prices and hold safety stocks to mitigate such shortages.

In the longer term, it's imperative they invest and develop new approaches to improve resilience to climate change. We've witnessed harvest disruption to other staples such as soy, wheat, olives, potatoes and rice as higher temperatures and increased concentrations of CO2 cause reduced levels of nutrients. This is a problem that isn't going away and needs significant investment in infrastructure, research and technology to protect not only our food source, but the farmers, small businesses and co-operatives that rely on a healthy crop to survive.

For now, global consumption of orange juice is expected to continue declining for the rest of the year. Industry experts have said demand will need to decline before prices stabilize but until we adapt to Mother Nature and invest in wiping out devastating diseases such as citrus greening disease, the future of orange growing will be squeezed.



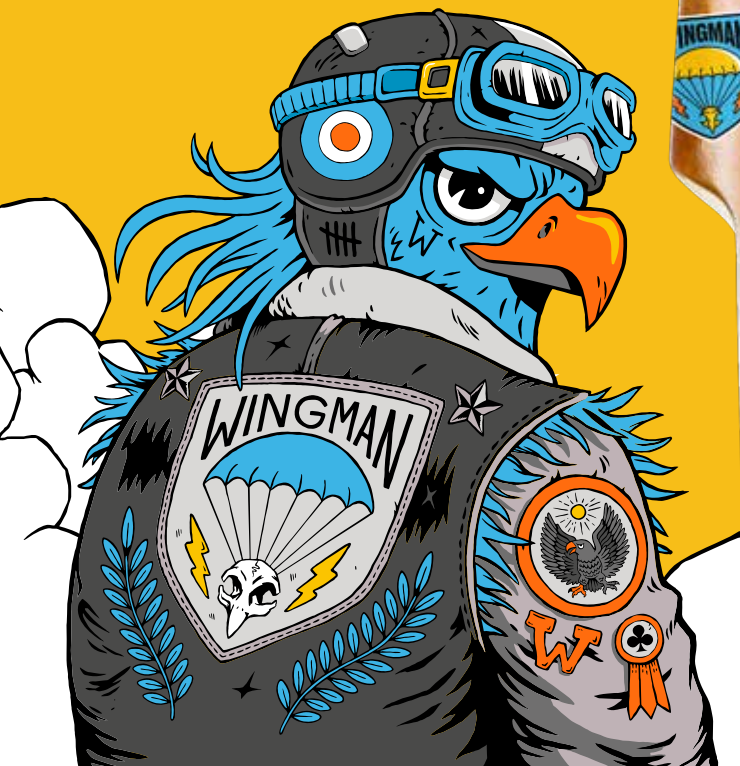
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Sustainability in the supply chain and the road to net zero...

Working with Energise - an award winning sustainability consultancy

The supply chain is the interconnected journey that raw materials, components, and goods take before their assembly and sale to customers. It includes different activities, people, entities, information and resources.

Why is sustainability in the supply chain important?

Sustainability in the supply chain plays a critical role in driving transformation through the entire chain, and businesses are increasingly realising the seriousness of integrating sustainability into their operations.

The concept of sustainable supply chains has gained significant importance in that it allows the re-evaluating procurement, production, distribution, and disposal processes. In turn, companies can minimise their carbon footprint, enhance social welfare, and achieve long-term economic viability.

Sustainable supply chains require collaboration among stakeholders, including suppliers, manufacturers, distributors, and customers. Forming strong partnerships based on shared values can help with the implementation of sustainable initiatives across the supply chain.

GHG Reporting is the first step of the sustainability journey. There are several standards to follow when reporting emissions with the most widely used being the [GHG Protocol](#). The protocol splits emissions into 3 scopes, covering all direct and indirect sources.

- **Scope 1** – direct emission from combustion of fuels by facilities and vehicles
- **Scope 2** – indirect emissions from purchased electricity, steam, heat, and cooling
- **Scope 3** – indirect emissions from your value chain split into upstream and downstream emissions and into 15 categories.



Sustainability in the supply chain and the road to net zero...

Working with Energise - an award winning sustainability consultancy

GHG Reports often form the carbon baseline and the foundation of strategy work. Successfully delivering on the pathway to net zero includes continual measurement, which looks at performance in absolute terms, as well as against the strategy.

NUS Charity has chosen Energise as our partner to deliver the carbon baseline for NUS Charity across all scopes. This service is also available for members at a significantly discounted rate, enabling members to prepare for the future with confidence that the reporting has been created by a credible and experienced third party and is aligned to the purchasing consortium.

Energise will provide you with comprehensive assessment, identifying current major emission sources and an outline of areas they believe you should focus on for reductions. Their service is aligned to ISO14064 section 1, the GHG protocol and the UK Government Guidelines on reporting GHG emissions.

The project ensures your organisation will have a publishable GHG Report, including a breakdown of all scopes selected and even your intensity metric (tCO₂e per £million turnover).

If you would like to join the emissions work with Energise, NUS Charity and a growing group of members, please [get in touch](#).



Energise



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Introducing...

We've got a great selection of brands joining or expanding their portfolio for members. If you'd like further information please **drop us a line** and we'll be more than happy to help!



Freedom Brewery

Freedom's story began in Fulham, London in 1995. From a little brewery with big dreams to create lagers without compromise. Taste the range during the sampling session in The Taf on 26 June from

Jubel

Dangerously refreshing beer cut with fruit!



Tennents

Raised in Scotland, Tennents will be listed direct for Scottish SAs. Products will include Tennents, Innis and Gunn and Drygate.

Northern Bites

Based in Halifax and servicing Lancashire and Yorkshire, Northern Bites has a range of products from sub and sandwiches to wraps and salads.



Quick Bite

Quickbite

Covering Hampshire, Dorset, Sussex and Berkshire, the Quickbite range includes sandwiches, rolls, subs and more.

Sandwich solutions (Tuck Box)

Based in Leeds, Yorkshire, Sandwich King offer national delivery and the range includes subs, sandwiches, wraps and salads.



Sandwich King

Based in Leeds, Yorkshire, Sandwich King offer national delivery and the range includes subs, sandwiches, wraps and salads.

Introducing...

We've got a great selection of brands joining or expanding their portfolio for members. If you'd like further information please [drop us a line](#) and we'll be more than happy to help!



Simply Lunch

Offering national coverage, Simply Lunch has sandwiches, rolls, subs and more.

Suma

Suma is an existing supplier but are now listed in the snacking category.



Albert Harrison

Offering competitive pricing vs other wholesalers and a great range, Albert Harrison is now listed in the stationery category.

Pentel

Developing pens that offer a more satisfying writing experience, value for money and inspired by the concept of reduce, reuse, recycle, Pentel Recycology helps to make the world's resources go further.



A proud B Corp since 2018, **innocent** are officially using business as a force for good, putting people and the planet at the heart of everything they do. 10% of profits go to good causes and building their sustainable drinks factory, the Blender.

Foxpro Events is a new Strategic Partner to NUS Chartity, with a successful history of supporting more than a dozen students' unions with events of every kind. They have the ability to save significant money on talent, fulfill almost any event supplier/content request, transform marketing strategies to sell more tickets, share insight from across the sector, and bring in efficiencies to maximise resource and revenue. You can find out more [here](#).



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THANKS! GREAT TO MEET YOU ALL AT TRADING SUMMER CONFERENCE

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New Klimato partnership

Trading Support launches a new partnership with Klimato to offer members discounted rates on this industry leading carbon labelling solution.

Klimato provides caterers, venues and events with science-backed sustainability data and reporting. Food businesses need a frictionless platform for sustainability managers, chefs and owners to understand their environmental impacts.

Klimato has all this and more helping you to understand the carbon impact of your menus and helping your students make more informed sustainable food choices through a unique menu tool and carbon rating system.

Climate Change and Food

Our global food system accounts for one third of all worldwide greenhouse gas emissions, which means our current eating habits have a bigger impact on the climate than all global transport combined. This calls for an urgent sustainable transformation of the food system. Luckily, something as simple as a climate-friendly diet can be the solution to all of this. But how do we know which food is actually climate-friendly then? Well, let us welcome Science to join us at the table.

Every food product goes through several stages during the production process, including raw material

extraction, farming, factory processing and transportation. All these stages release various amounts of emissions, commonly referred to as greenhouse gas emissions. The most common greenhouse gases are carbon dioxide, methane and nitrous oxide. The amount of emissions released is measured in carbon dioxide equivalents (CO₂e) to have one standardised unit to compare the effect of different gas emissions. This CO₂e measurement is thus referred to as the carbon footprint of a food product or a meal. When emissions reach high levels in the air, they get trapped in the atmosphere which eventually increases the temperature on earth - and we experience climate change.

So the relationship between climate change and what we put on our plate is that our current diets consist of too many food products with carbon footprints too high for the planet to cope with. To reduce the climate impact from food, we need to make a shift to our eating habits by cooking, serving and eating meals made with food products that have lower carbon footprints.

To find out more about Klimato and how they can help you, contact [Joseph McDonnell](#) or [Jo Heuston](#).



Klimato

Eating a **beef burger** has the same climate impact as eating a **plant-based burger** & watching

28 HOURS OF TIKTOK

Source: Carbon footprint of food and drink applications (2020). Study by Environmental Trading Support (Klimato) (2021). Page 22

TEQUILA
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Eating Better

NUS Charity is delighted to join the [Eating Better Alliance](#), supporting members to deliver sustainable food and drink through a 'less but better' approach to meat and dairy and also increasing the level of plant-based foods in student diets.

As a collective, we care about the climate emergency and are tackling the changes that need to be made through our commitment to better sourcing and the work members are doing on the Sustainable SU Charter to unite the movement in adopting sustainable practices and advocating for policy change.

Joining the alliance will enable access to a wide array of like-minded organisations, resources and expert guidance to support the transition to more sustainable diets.

Eating Better is a UK-based movement for change of sixty-five organisations working to accelerate the transition from producing and eating too much meat and dairy to a fairer, healthier and more sustainable food system that is better for animal welfare and for nature. If you'd like more information, please [get in touch](#).

How we make change happen

Mobilise

We build common ground that supports our members to increase their impact around shared goals and advocacy

Lead

We produce resources and generate action which progresses our shared goals

Accountability

We track sector progress, celebrating progress and demanding more of those lagging behind

Communicate

We highlight solutions, positive messaging and produce shared resources

Justice

We seek to nourish food justice in the alliance and make our work relevant in the nations



GOVERNMENT



PRODUCERS



FOOD RETAIL



FOOD SERVICE



INVESTORS

'Better by Half: A roadmap to less and better meat and dairy' provides 24 actions to be taken across 5 sectors to create an enabling environment to drive the necessary transformation in eating habits.

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www.eating-better.org

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Clairefontaine

Introducing the Sustainable SUs Charter

A new coalition group of students' unions has joined together to form the Sustainable SUs Charter. This group is deeply passionate about driving sustainable practices through their own operations and collaborating to deliver shared principles and targets that drive consistent and sustainable environmental change for the student movement as a whole.

The six founding members launched the charter at Trading Summer Conference where they were eager to share how fellow students' unions can get involved and join them on the journey to low carbon, nature friendly operations.

The founding members of the charter are Students' Union UCL, University of York Students' Union, University of Leeds Students' Union, Edinburgh University Students' Association, University of Warwick Students' Union, and Nottingham Trent Students' Union.

The Sustainable SUs Charter is designed to facilitate transition by enabling more sustainable food and drink within operations, the supply chain and on campus; providing resources, guidance and collaborative opportunities.

The activities being undertaken by the group will help to shape the work of the purchasing consortium on sustainable supply chain transformation.

The charter aims to enhance reputation by shining a light on the work being done in students' unions and ensure students and stakeholders have visibility of the steps being taken.

It's also intended to help members to influence and advocate on the transition work, amplifying the voice of students' unions, influencing institutional policies and striving towards sustainable campuses nationwide.

At Trading Summer Conference in Cardiff, Becci Burrows-Watson, Head of Strategic Operations at Warwick Students' Union took delegates through the specifics, why it's so important, what members can gain from it, and how to get involved.



SUSTAINABLE SUs

FOR OUR FUTURE

[LEARN MORE](#)

