

trading insight

The latest news for students' unions

March 2025

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Kate Hardcastle to open Trade Convention

Warwick Bar Transformation

LWC launches Headline ESG Commitments

What happened at the NTIA Summit?

SU Charter Update

Expanding Opportunities in Digital Marketing

And more...

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nuS charity TRADE CONVENTION

We're excited to announce Kate Hardcastle will open this year's Trade Convention.

Globally renowned and respected, Kate Hardcastle MBE is the ultimate authority on consumer insights – a trusted voice and leading advocate known as the “Customer Whisperer”™. With a career spanning three decades, Hardcastle has pioneered the way in which brands connect with their audiences, shaping strategies for some of the world's most iconic names, including Disney, Marks & Spencer, and American Express. Drawing on direct insights from panels of consumers every month across multiple sectors, she craft unparalleled strategies that elevate customer engagement, building genuine respect and authenticity between consumer and business.



Hardcastle's influence has cemented her as an advisor who takes businesses from good to great, transforming them through enhanced consumer connections and actionable insights. Her impact extends to the world's biggest stages as a respected keynote speaker, captivating audiences at events such as Cannes Lions, Seamless, and Shoptalk across the spectrum of industries, including retail, consumer trends, and fintech.

As a formidable media commentator, she has made over a thousand contributions on major networks worldwide, including BBC, Sky News, CNN, CNBC, and NHK Japan, bridging consumer insight with practical, transformative advice. Hardcastle also launched a successful podcast, bringing to life the business lessons from the music industry.



18 - 19 June 2025

Birmingham Guild of Students

Throughout her career, Hardcastle has been recognised with more than 25 national and international awards, including an MBE from Her Majesty The Queen for services to business and entrepreneurship. As the founder of the Buy Smarter, Buy Greener campaign, she is a passionate advocate for sustainable consumerism, championing responsible practices that resonate with today's growing conscientious buyer.

Known for her down-to-earth, realistic, and impactful approach, Hardcastle has worked at every level of business, from production floors to boardrooms, ensuring her insights are both grounded and transformational.

Looking ahead, she is set to launch her first book, "The Science of Shopping" in 2025, further expanding her influence and reach as the ultimate consumer champion.



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Day 2

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Exhibition

Workshops

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The Terrace Bar at Warwick

A Bold Transformation in

Since its inception in 2010, The Terrace Bar at Warwick SU has been a well-known social hub for students. Over a decade later, the space has undergone a significant transformation, marking an ambitious project aimed at revitalizing the student experience. With an emphasis on modern design, enhanced functionality, and an inviting atmosphere, the renovation showcases an impressive evolution in campus social spaces.

A Modernized Design for a Contemporary Audience

The redesign of The Terrace Bar sought to move beyond its previous aesthetic, replacing outdated interiors with stylish decor, inviting seating areas, and an updated open-air terrace. The goal was to create an engaging environment that is not only visually appealing but also functional, providing an adaptable space for various student activities.

Enhanced Offerings and Student-Friendly Innovations

A key component of the makeover included an upgraded drinks menu with refreshed offerings under the 'Mix Up' cocktail and mocktail selection, as well as the 'Drop In' deals (formerly Twisted and Bus Stop). These updates ensure affordability while catering to diverse tastes, enhancing the overall hospitality experience.

Elevating the Social Atmosphere

Beyond physical upgrades, the project also placed a strong focus on entertainment and

engagement. The introduction of a bespoke DJ pod and carefully curated music selections aims to establish a dynamic and vibrant atmosphere, catering to a wide range of musical preferences and social interactions.

A Testament to Thoughtful Redevelopment

The transformation of The Terrace Bar represents more than just a cosmetic update - it is testament to the evolving needs of students and the university's commitment to enhancing student social spaces. The Warwick SU team set out to rejuvenate a space that had lost its appeal and, in doing so, created a contemporary venue that fosters community, relaxation, and celebration.



n Student Social Spaces

Showcasing the Results

This ambitious redesign demonstrates the impact of thoughtful, student-focused renovation efforts. The images highlight the extent of the transformation, showcasing the strategic design choices that led to a more engaging and vibrant space.

By modernizing The Terrace Bar, this project not only enhances the student experience but also serves as an example

of how an SU can successfully reinvigorate social spaces. The result is a multifunctional, inviting, and dynamic venue that meets the evolving expectations of its users while standing as a benchmark for future redevelopment.

#TheTerraceBar #WarwickSU #CampusRenovation #ModernSocialSpaces #StudentExperience





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LWC accelerates sustainability ambitions

LWC, the UK's largest independent drinks wholesaler, has unveiled a significant acceleration in its sustainability drive, with the launch of a set of ambitious 'Headline ESG Commitments.'

Centred around five key pillars: Climate, facilities, operations, marketing and communications, and people - these new commitments provide a clear roadmap for how LWC intends to reduce its environmental impact, operate more responsibly, and drive sustainability across the drinks industry.

Reinforcing LWC's mission to be a sustainable leader and responsible partner, each commitment also forms a crucial part of the company's newly defined pathway to Net Zero by 2050.

Notable commitments:

- 25% reduction in Scope 1 & 2 GHG emissions by 2030
- Engagement with top 20 suppliers to reduce Scope 3 GHG emissions by 25% by 2035
- Accreditation achieved by 2026

- Pilot HVO at key depots with bunded tanks by 2026
- Electrify all warehouse equipment by 2030
- 2% of annual profit donated to charity partners

The full table of commitments can be found [here](#).

Alongside its Headline ESG Commitments, LWC has also unveiled a Green Ambassador Programme, the launch of a new internal 'Sustainability and ESG Hub,' plus the appointment of a new Sustainability lead. These developments follow on from the continued roll out of solar arrays across LWC sites, its road mile reduction partnership with Asahi, and the formation of its Sustainability Committee in 2024.



As LWC continues to grow, focus and investment in sustainability forms a key part of its expansion strategy. And the business is committed to setting new environmental standards within the drinks wholesale sector, ensuring that responsible development goes hand-in-hand with business growth.

BREEAM certification - the world's leading sustainability assessment for buildings – now features highly in LWC's considerations for all new depot purchases and developments, ensuring efficiency, environmental impact, and sustainability best practices are embedded from the outset.

Ebrahim Mukadam, Managing Director for LWC commented: "This marks a really exciting chapter in LWC's sustainability story. Although we have been making progress in this space for some time, the announcement of our Headline ESG Commitments alongside the launch of our green initiatives really underscores a strategic step change in pace for us.

"We have set our goals, supported them with

robust action plans and are formally holding ourselves to account. We want to lead by example, by being transparent and taking responsibility for our own footprint, but also supporting our customers, partners, and suppliers to also make more sustainable choices.

"Sustainability isn't just about business; it's about people, communities, and the future we leave behind. By making these commitments now, we're ensuring that LWC plays its part in protecting the planet for generations to come."

With growing regulatory and consumer pressure for businesses to operate more sustainably, LWC is proactively positioning itself at the forefront of industry change. By embedding sustainability into its business model and culture, the company is committed to not just making pledges, but delivering real, measurable impact.

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SUSTAINABLE SUs

FOR OUR FUTURE

March update

Members of the SU Charter have been busy in their mission to implement environmentally friendly practices. Here's an update on the latest initiatives.

Carbon Emissions Mapping

All Charter members are currently engaged in mapping their carbon emissions. This crucial step will help identify key areas where reductions can be made and track progress over time.

Training in Sustainability and Carbon Literacy

Commercial Directors from all participating students' unions have undergone comprehensive training in sustainability and carbon literacy. This training equips them with the knowledge and skills needed to lead their SUs towards a more sustainable future.

Key Areas of Focus

The Charter has identified three primary areas of focus due to their high carbon emissions and the potential for impactful action:

- 1. Beer**
- 2. Beef**
- 3. Clothing**



ate

on to reduce carbon emissions and promote environmen- tiatives:

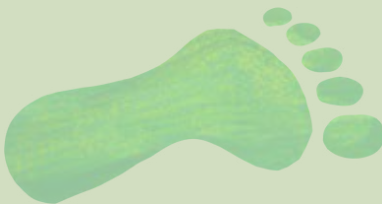
The Charter is developing a set of proposals for member unions to implement, which will include:

- Switching to more environmentally sustainable packaging
- Identifying and introducing new, more sustainable products
- Finding ways to replace beef with less carbon-intensive meats
- Ensuring consistent approaches to clothing sales.

Framework for Reporting and Communication

In addition to these efforts, the group is working on establishing a consistent framework for reporting on and communicating their progress towards climate goals. This framework will ensure transparency and accountability, helping to keep all stakeholders informed and engaged.

By focusing on these key areas and implementing best practices, students' unions are making a meaningful contribution to the fight against climate change and paving the way for a more sustainable future.



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NTIA Night Time Ec

Jason Fox from Foxpro events, along with several SU sector peers, recently visited the most culturally diverse city in the UK, as Birmingham became the epicentre of global nightlife for two days of sharing, learning and networking at the NTIA Night Time Economy Summit.



economy Summit

Bringing together 1800 delegates and over 200 key speakers, the Night Time Industries Association's (NTIA) fourth Night Time Economy Summit took place in February at the Hockley Social Club.

The NTIA have been advocating for the UK's nightlife and entertainment industry since 2015, but the last four years have seen a significant increase in the impact they're having across the nightlife sector and beyond. The NTIA's goal is to create a safe and thriving night time economy that supports jobs and cultural diversity, and they do this by lobbying for policy changes right to the top of government, funding research and reports, running campaigns, fostering collaboration and generally doing everything they can to promote and shape the industry for the future.

Rarely, if ever, will you find so many of the night time industry's heavyweights gathered in one place. Whether sitting on one of over 60 seminars/panel sessions, delivering one of a dozen keynotes, involvement in some of the workshops on offer, or simply sitting in the audience, there was a remarkable level of talent, knowledge and experience in the rooms.

Notable names including Fish56Octagon, Eats Everything, Danny Howard, Arielle Free, UB40 and many more artists and DJs graced the stages to share their views and experience, along with prominent figureheads from the likes of Defected Records, Parklife Festival, Fabric London, Broadwick Live and many more.

Internationally speaking, we heard the views of representatives from across Europe, America, Asia, Australia, and more. The Night Mayor of Amsterdam gave as much entertainment as he did insight, and an events organiser from Ukraine brought some positive insight as well as a stark reminder of what is really worth worrying about.

Key Takeaways

Some of the most notable topics and discussions from the Summit include how we're now very much in the transparent age, and how important it is to follow that through with your marketing activity to truly connect with your audience. Technology and data are driving huge clarity and welcome improvements to the experience of attendees at venues and events across the country, with innovation unsurprisingly continuing into bringing AI further into the night time and entertainment industries space.

It was great to hear there's been lots of progress with creating safe spaces in the late night sector, including tackling topics like safeguarding and sexual harassment, and there are plenty more ideas and initiatives that we can all look to get on board with. Day two saw a whole stage dedicated to diversity and inclusion, particularly around trends in LGBTQ+ events and how we can really support communities.



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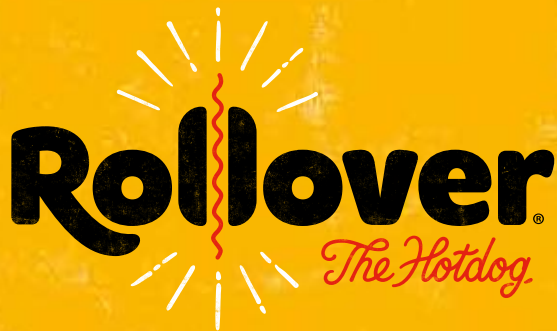
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We heard rousing opinions on driving young people towards politics, activism and being advocates for change. Notably, there was little mention or representation of students' unions on any of the panels which is a little frustrating, but in truth I see an opportunity for us all to get more involved on the national stage of night life and entertainment. A few of us are already in conversation with the NTIA, and I look forward to seeing more SU sector leaders attending and being involved in the near future.

I can reveal that there was a soft launch for the NTIA's [Listen For Life campaign](#), including a raft of educational resources, an all-new charter aimed at helping venues take better care of their staff and customers' hearing, and a coming pivotal change in the quality of hearing tests and support that is available to us all. I also regularly shout about [Help Musicians' Hearing Health Scheme](#), which provides audiological assessments and custom-made hearing protection at a heavily discounted rate. I would recommend this for anyone working in a loud environment – please do look into it.

Often at conferences and these types of events there can be a lot of noise and a prevalence of negativity, but I found the Summit to be an opportunity to take a refreshing mental break; a chance to reset and remind ourselves that hope can be found. Change is nothing new, there has been much improvement in recent years, and we can continue to evolve and innovate to overcome challenges and keep the industry alive.

Ultimately, the Summit served as a catalyst for conversation to take back to the office. A personal development opportunity that has further widened my thinking and opened my mind to more possibilities, positivity and progress. Of course, the networking and socialising opportunities are always immensely valuable – so much good always comes from mixing in person at environments like this!

Look out for next years' dates and consider joining us...

Jason Fox
Managing Director, Foxpro Events





FOXPRO EVENTS

The latest from Foxpro Events...

2025 has started at a real pace for us, with countless conversations, several new opportunities and a couple of new services already underway.

Following a successful few years of rebuilding after the pandemic, students' unions are in a better place than ever to save money, make life easier, and level up your events.

Here at Foxpro, we're focusing a lot on end-of-year balls at the moment, including saving money on over £300k worth of talent, taking on operational responsibility of at least one ball, and launching a new in-house drone filming and photography service that's perfect for capturing outdoor events.

We're also working with a few SUs on diversifying their events income by developing and/or supporting new concepts aimed at wider audiences than just students, and we've launched a new website; [take a look](#) to find out more!




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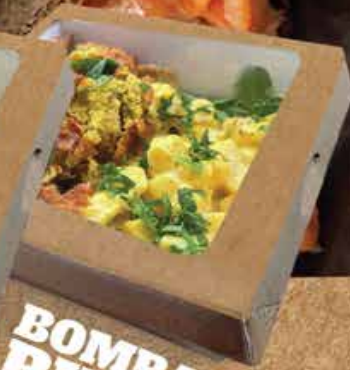
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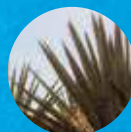
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Go with *your gut*

It's no secret that certain foods can boost brain function. The gut, often referred to as our second brain, plays a crucial role in our overall health. Having brain-boosting food on your menus can have a significant impact on both the physical and mental well-being of students.



Here's some of the top ingredients you could offer students to help them stay focused, energized, and ready to tackle their studies:

Berries Berries like blueberries, strawberries, and blackberries are packed with anthocyanins. These compounds enhance mental performance by increasing blood flow to the brain, reducing inflammation, and improving nerve cell production. Studies show that eating berries can improve response times and accuracy on cognitive tests.

Citrus Fruits Oranges and grapefruits are rich in flavonoids like hesperidin and quercetin, which promote learning and memory while protecting nerve cells. Drinking citrus juice can enhance mental performance and overall brain function.

Dark Chocolate and Cocoa Products Cocoa is loaded with flavonoids that improve brain health by increasing blood flow and enhancing memory and reaction time. Consuming cocoa products can reduce mental fatigue and boost cognitive performance.

Nuts Nuts are nutrient-dense, containing essential vitamins and minerals like vitamin E and zinc. They're also a great source of healthy fats, protein, and fibre, making them an excellent student snack for sustained energy and improved brain function.

Eggs Eggs are often called nature's multivitamin due to their rich nutrient content, including vitamin B12, choline, and selenium.

These nutrients are vital for brain function, memory storage, and muscle function.

Avocados Avocados are versatile and rich in lutein, a carotenoid that accumulates in the brain and eyes, potentially enhancing brain function.

Fish Fatty fish are excellent sources of omega-3 fatty acids, vitamin B12, and selenium, all crucial for brain health. Regular fish intake has been linked to better memory performance, enhanced brain function, and slower mental decline.

Beetroot Beets are high in nitrates, which your body converts into nitric oxide, supporting nerve cell communication, blood flow, and brain function. Drinking beetroot juice has been associated with improved cognitive performance and increased blood flow to the brain.

Red, Green, and Orange Vegetables Providing a variety of vegetables which are rich in carotenoids such as peppers, carrots and broccoli, can ensure students get the nutrients they need for optimal brain function.

The Enteric Nervous System (ENS)

Often called the second brain, the ENS is a complex network of nerve cells in the digestive tract that controls digestion and communicates with the brain. It plays a vital role in digestion, mood, health, and cognitive function. Foods that support gut health include high-fibre foods, fermented foods, and foods containing probiotics.

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Go with *your gut*

Budget healthy and gut healthy foods

Eating healthy doesn't always have to break the bank. There are many gut healthy ingredients you can consider:

Fibre-rich foods: Whole grains, legumes, and vegetables help maintain gut health but can also be used to reduce meat content.

Fermented foods: Fermented foods such as yoghurt, sauerkraut, and kimchi are rich in probiotics - that beneficial bacteria! They're also pretty easy to make if you wanted to reduce costs further.

Healthy fats: Not all fat is bad for you. Including avocados, nuts and seeds in your recipes provides essential nutrients and helps the body to absorb fat-soluble vitamins.

Bone broth: While it doesn't sound very appetizing, bone broth is hugely nutritious and a good use of meat bones that may otherwise be thrown away and can be used as a base for soups.

And lastly...

Fortunately, foods that are good for your gut are generally colourful so can make any countertop look appealing when presented in the right way. It also makes them very 'instagrammable' so share your gut-healthy endeavours with students and help them to understand the link between gut healthy and brain boosting foods!



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Expanding opportunities in digital marketing

As part of our ongoing commitment to supporting and empowering students' unions, NUS and NUS Charity are excited to announce significant developments in the digital marketing space. These initiatives are designed to enhance your opportunities and resources, ensuring members benefit from the latest innovations and partnerships.

ISIC UK: Global Student Discounts

In October 2024, NUS successfully reinitiated operations for the International Student Identity Card (ISIC) in the UK. The ISIC Association plays a pivotal role in making student life easier, more affordable, and more enjoyable. ISIC - endorsed by UNESCO since 1968 - offers thousands of worldwide discounts and is the only internationally accepted student identity card.



Peter Robertson (NUS Charity Director), as a board member of the ISIC Association Board, continues to support its global mission. ISIC UK operations were initially managed by STA Travel, before NUS became the sole licence holder. The ISIC UK team launched a new website on 18 October 2024, allowing students, teachers, and young people to access ISIC products directly for the first time since 2021. This development complements our partnerships with TOTUM, SOS-UK, and Kilroy Travels UK.

Questions or Queries?

If you have any questions about our business development and digital marketing initiatives, contact our team at membership@nus.org.uk.

If you'd like to promote ISIC to your students, please contact the [ISIC UK team](mailto:info@isic.org.uk) for further information (info@isic.org.uk).

Affiliate Deals: Unlocking Revenue Opportunities

NUS is currently piloting high-quality affiliate deals with prominent brands, offering students' unions a chance to generate significant revenue. As there's no direct interaction with brands, these deals require minimal effort; you'll receive a unique link for your students' union, which allows you to track revenue easily. Payments are processed through Central Billing, and comprehensive training is provided.

One of our key partnerships is with MoneySuperMarket, offering content and motor insurance with an average commission of £30-£35 per policy. Members of both NUS Charity and NUS UK receive 70 per cent of the commission, while those who are members of NUS Charity only receive 50 per cent.

If you're interested in participating in this pilot, please email membership@nus.org.uk.

Media Sales Lunch and Learn

Recognising the growing interest in media sales among students' unions, NUS Charity will be hosting a "Lunch and Learn" session in early summer. This event will focus on creating effective media packs and provide a platform for networking with other students' unions exploring media sales opportunities.

The NUS Charity team are committed to supporting students' unions in developing their media sales capabilities. By attending this session, you'll gain valuable insights and tools to enhance your media sales strategies.

Interested in coming along? Please contact us at membership@nus.org.uk.



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A 151092	House Recipe Brown Sauce	6x280ml
A 151093	House Recipe American Mustard	6x280ml
A 151094	House Recipe BBQ Sauce	6x280ml

SACHETS

A 3848	Brown Sauce Sachets	1x200	A 10408	Mayonnaise Sachets	1x200
A 3849	English Mustard Sachets	1x200	A 33602	Vinegar Sachets	1x200
A 3851	Salad Cream Sachets	1x200	A 100362	Tartare Sachets	1x200
A 3853	Tomato Ketchup Sachets	1x200	A 119593	BBQ Sauce Sachets	1x200



Bring on Summer 2025!



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