

Alcohol Intervention

'VIPres' University of East Anglia (UEA) and Students Union

The aim of the 'VIPres' initiative was to reduce damage and noise disturbance to halls of residence as a result of pre-drinking in halls.

Description of the Intervention

The UEA partnership aimed the intervention at large groups of students who would typically pre-drink in halls of residence. The scheme is popular amongst sports clubs, for example the Ultimate Frisbee team attended VIPres as part of a social events for a large tournament they were hosting with other university teams across the UK.

The intervention features early bird drink deals as an incentive for students to socialise in the bars before a night out as opposed to pre-drinking in halls and causing damage and noise disturbances. It is £3 entry to the event and it takes place 9-11pm on Saturday nights before club nights in the Students' Union bars. Approximately 150 students attend each week.

Typical drink deals include £2 drinks (before 11pm) such as a standard spirit and mixer and alcopops. Packages are also available for groups of six or more people as per below:

Item	Standard Price	New Price	Saving
6 Corkys	£6	£6	£0
A Case of 24 VK's (Colour of your choice)	£48	£48	£0
6 LCR Tickets	£18	Free	£36
Booth Reservation	Free	Free	£0
Glowsticks	n/a	n/a	n/a
TOTAL	£72	£24	£24 (£3 per person)

The packages range from standard to premium which feature premium spirits such as Grey Gooses vodka and Patron tequila.

VIPres also operated a loyalty scheme to encourage attendance throughout the year:

2nd visit: Free glowstick

4th visit: Free entry for a friend

6th visit: Free shot of Corkys

8th visit: VIPres shot glass

10th visit: VIPres bottle opener

15th visit: A-List VIPres t-shirt

The Students' Union Venues Team assist in delivering the project through employing bar staff and security staff for the event, advertise and selling tickets as well as monitoring attendance statistics.

Evaluating the Intervention

Attendance is currently the key way of evaluating the intervention as well as feedback from attendees. In the future the UEA partnership plan to circulate a brief questionnaire to students who had purchased tickets the day after the event and ask for their opinion on the event.