

Swansea Students' Union: Partnership Case Study

Campus Events Platform || Campus Media || Campus Events

Founded in 1920, the multi-campus university that spans either end of Swansea's waterfront is one of the top unis in Wales. Swansea Students' Union represents its diverse member base of 18,682 students, partly through their long-running history of major events, from a 5,000 capacity Summer Ball to a Varsity against Cardiff in the Principality Stadium. We sat down with Bleddyn Carter, Marketing and Communications Manager and Russell Wade, Events & Licensed Trade Manager, to gain an insight into their 18-month-long partnership with native...

“
How can I guarantee income
so the department can
concentrate on other areas?”
”

- Russell Wade

Challenge

Swansea was keen to avoid the trap of doing things a certain way just because "that's how it's always been". As an institution, Swansea Students' Union prides itself on leading the way. In practice, this means exploring the role of technology and partnerships to drive improved student engagement and experience.

The team had explored a number of events and ticketing solutions in the past, but grew frustrated with having to sacrifice either data and insights or the functionality synonymous with specialist ticketing platforms. As an SMT member, Russell was also pondering how to drive internal efficiency and provide students with great technology.

+619%
YoY increase in
Wristbands sold

+28%
YoY Engaged
Students

+51%
YoY Ticket
Sales





Before, our events would sit next to our competitors. By default, we were endorsing their events



Solution

Through a collaborative partnership, Swansea integrated our Campus Events Platform with their current member management system back in 2021. No longer having to sacrifice data and insights, they also benefit from the modern UX that students love – and the promotional tools to ensure students have full visibility of what’s on in their SU. Even better, as the platform blends into the SU site that students are used to using, it’s helped to remove the barriers to purchase!

Swansea also entrusted their media sales to native, as they came to the conclusion that it was better to secure a guaranteed income, and free up time to concentrate on funding the SU in other areas.

Results

As a result of the partnership, it’s smiles all round for Swansea staff, who enjoy the ease of use for backend users, as well as students. The team is making the most of the MSL integration, actively reviewing what members are engaged with to ensure they’re in tune with students’ needs.

The Welsh SU also enjoyed sold-out events during Freshers 2022, including the native exclusive Bingo Lingo that spoke to students’ desire for more experience-led nights. With a 5,000 venue capacity, the platform’s scanning functionality helped to smooth the customer experience from queue to close.

On the note of experience, not only have Swansea benefited from guaranteed media revenue, but students have enjoyed more on-campus activations that offer immediate value – and fun. Content has landed on campus from brands like Epic Paintball, National Express, Amazon Prime, Uber Eats, GiffGaff and Five Guys.

Looking to the future, the team is looking forward to being able to tap into our industry insights and best practices, as well as explore how to improve engagement with clubs and societies, ultimately to realise greater value from the partnership and deliver an enhanced student experience.



We were able to deliver a slicker experience during Freshers



- Bleddyn Carter



native.