

# DRINKAWARE CREW RESEARCH

PREPARED BY FUTURE THINKING

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# BACKGROUND AND OBJECTIVES

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## Background

Drinkaware Crew are trained staff working in bars and clubs who aim to support the welfare and wellbeing of vulnerable young people on nights out.

This report presents key findings relating to venue and customer experiences and perceptions in relation the Drinkaware Crew, undertaken as part of a wider study into product development opportunities.

## Key objectives

### *VENUES*

- What challenges are venues facing in relation to customer care and vulnerability?
- What are the experiences of implementing Drinkaware Crew?
- What are experiences of Drinkaware Crew?

### *CUSTOMERS*

- Have customers seen/interacted with Drinkaware Crew in venue?
- What benefits/drawbacks do they think Drinkaware Crew bring?
- What do customers think about the Drinkaware branding on the uniform?

# METHODOLOGY

9 X SKYPE/TELEPHONE INTERVIEWS WITH CREW VENUE OPERATORS			
HEAD	CURRENT CREW	LAPSED	NON CREW
UNIVERSITY	Site A - JC (29/11/18) Site B - JC (26/11/18)		
SMALL (between 500-1000 customers per evening)	Site C - MO (19/11/18)	Site D - JC (14/11/18)	
LARGE (around 1000+ customers per evening)	Site E - JC (28/11/18)	Site F - JC (26/11/18)	Site G - MO (22/11/18) Site H - MO (23/11/18)
INDEPENDENT	Site I - MO (21/11/18)		

CREW IMMERSION
We shadowed Drinkaware Crew members across an evening as they go about their role to enable us to observe first hand how they can be beneficial to a venue and its customers but also the challenges they face. Part of the session included a 30 minute interview with Drinkaware Crew, including a discussion on branding
Fieldwork dates: December 7 <sup>th</sup> at Site A (University's Student Union) and February 6 <sup>th</sup> at Site C (Nightclub)

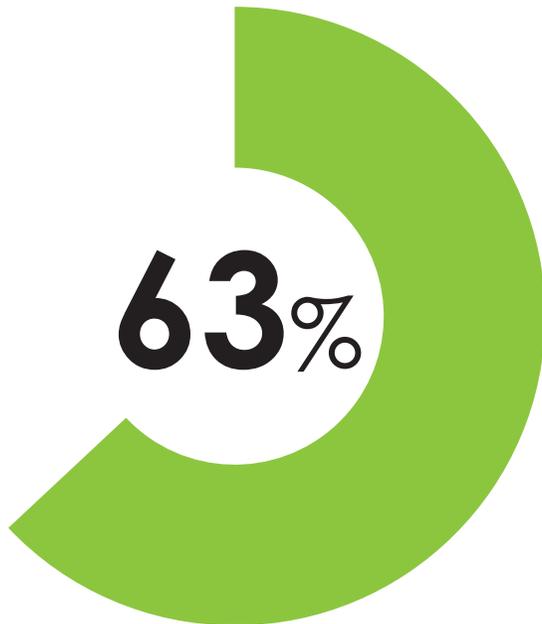
QUANT SURVEY
Online survey with 303 young people aged 18-24 who visit bars, nightclubs or student unions and have visited one of the venues with Drinkaware Crew in the last six months. Participants were recruited via an online research panel.
Fieldwork dates: 7 <sup>th</sup> December 2018 – 9 <sup>th</sup> January 2019



# BENEFIT AND IMPACT OF CREW

# AMONG RECENT VENUE CUSTOMERS 3 IN 5 KNOW THE DRINKAWARE BRAND AND 2 IN 5 HAVE HEARD OF DRINKAWARE CREW

aware of **drinkaware**



vs. 61% of UK population  
(2018 Drinkaware Brand survey)

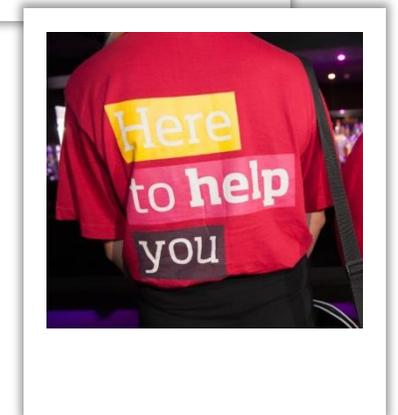
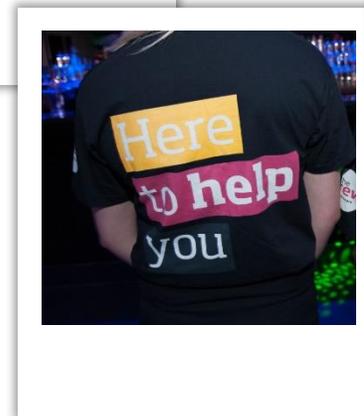
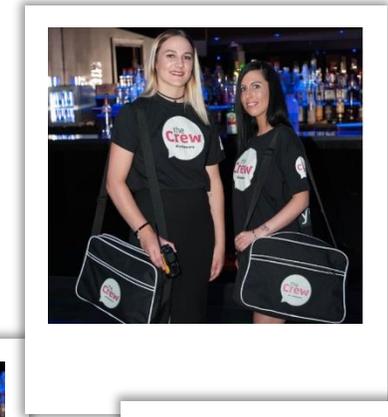
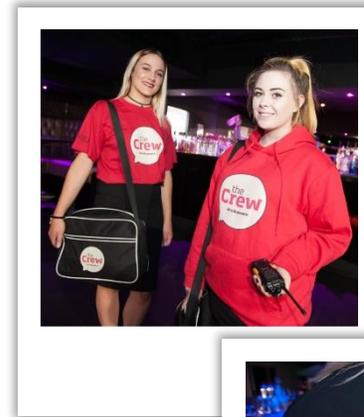
aware of **Drinkaware Crew**



Q4a. Have you heard of Drinkaware before today? Q4b. Have you heard of Drinkaware Crew before today? Base: All respondents (n=303)

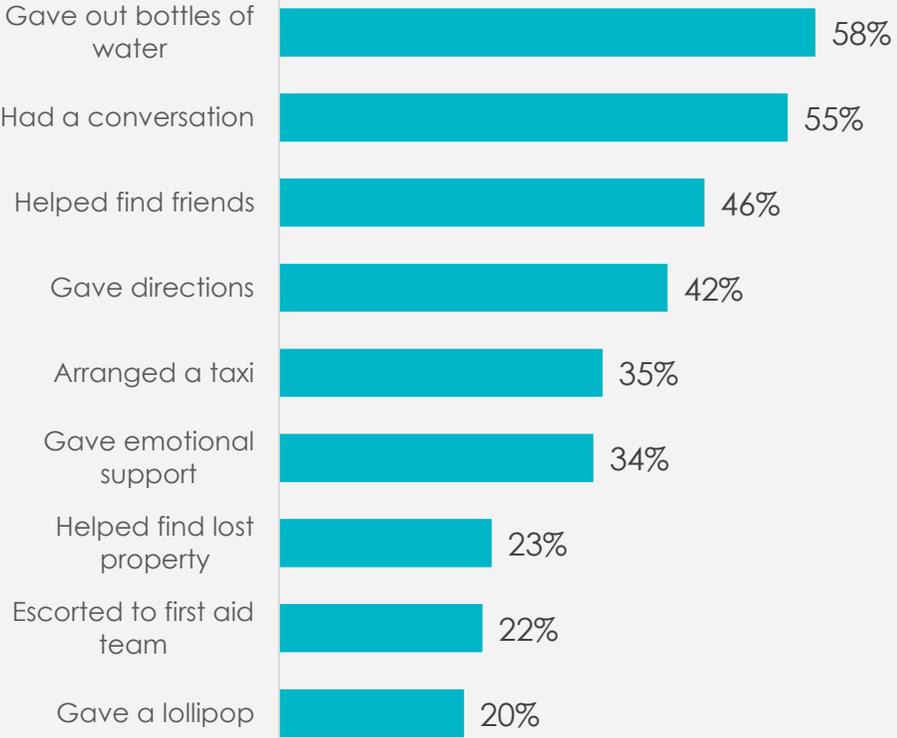
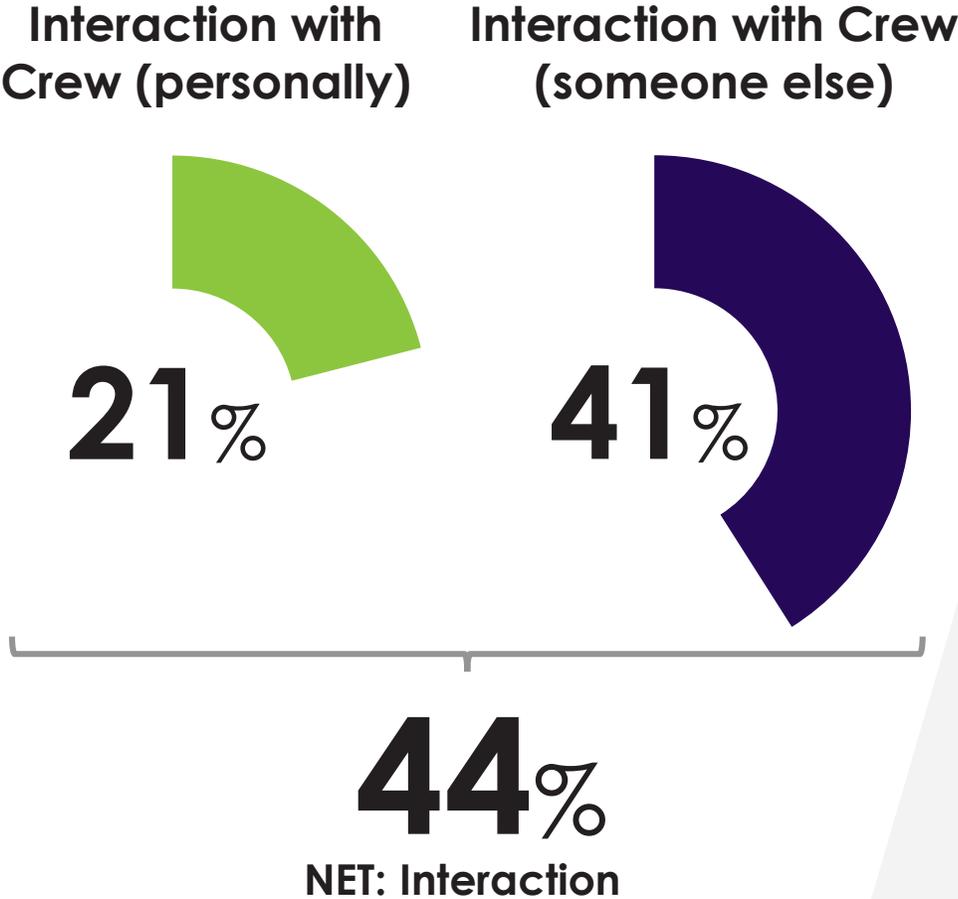
ONCE PROMPTED WITH IMAGES RECOGNITION INCREASES BUT THIS DOES SUGGEST A DISCONNECT BETWEEN THE NAME AND THE CREW

noticed staff wearing the uniform



Q1. On your last visit to [VENUE], did you notice any staff members wearing the uniform showed in these pictures? Base: All respondents (n=303)

# ONE IN FIVE HAVE PERSONALLY HAD INTERACTION WITH THE DRINKAWARE CREW AND TWO IN FIVE HAVE SEEN THEM INTERACTING WITH SOMEONE ELSE



Q6. Have you had any interaction with a member of the Drinkaware Crew in the past? Q7b. Have you seen a Drinkaware Crew member interacting with someone else? All respondents (n=303); Q7a. In which of the following ways, if any, did the Drinkaware Crew staff members interact with you? Q8. In which of the following ways, if any, did the Drinkaware Crew staff members interact with someone else? All who have interacted with or seen others interact with Crew members (n=132)

# CREW ARE PLAYING A PIVOTAL ROLE, BETWEEN MANAGEMENT AND SECURITY

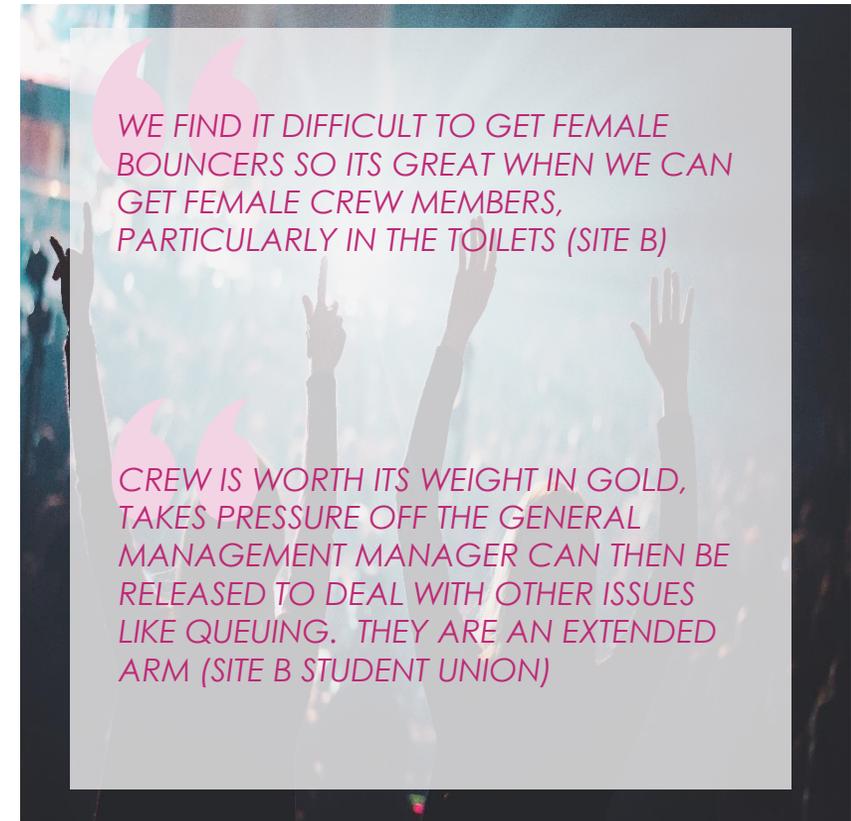
CREW ARE PROVIDING A DEDICATED ROLE THAT IS WELCOMED BY DUTY MANAGERS AND SECURITY STAFF – THEY ARE SEEN AS PART OF THE TEAM AND THERE IS LITTLE CONFLICT OF RESPONSIBILITY

**Crew work across the venue, inside and out.** They are on hand to make sure customers are looked after from queue through to inside the venue including monitoring the (female) toilets

**Free up time**, allowing security and management to focus on safety and any bigger issues taking place – e.g. drugs, violence. **They provide dedicated time to vulnerable people when they need it**

**Crew members are typically female** and have softer skills making them more approachable than many security staff

**BUT some see the role of Crew as 'low level' and quite limited. They don't always need Crew, and this can undermine long term value**



# CUSTOMERS HAVE A LIMITED UNDERSTANDING OF THE ROLE OF THE DRINKAWARE CREW

## role of person in uniform

**44%** general help

**17%** guide/provide information

**14%** staff member

There was a mixed response to Crew with venues who had recently introduced the scheme, with some customers having a lack of understanding of its role. For venue where Crew was well established there was high awareness, and a greater respect and understanding of their role

To help the people that are out drinking. Maybe if they're in trouble or they've drank too much

Provide assistance if you've drunk too much alcohol

Providing directions, water and general help for young people on a night out

To help people who are lost/distressed/ need help getting home on nights out

INITIALLY CREW WERE SEEN AS ANNOYING AND INTRUSIVE, PEOPLE TOLD US TO GO AWAY BECAUSE THEY DIDN'T KNOW WHAT WE WERE TRYING TO DO, NOW PEOPLE ARE USED TO THEM AND FIND THEM FRIENDLY, CARING AND RELATABLE (SITE B)

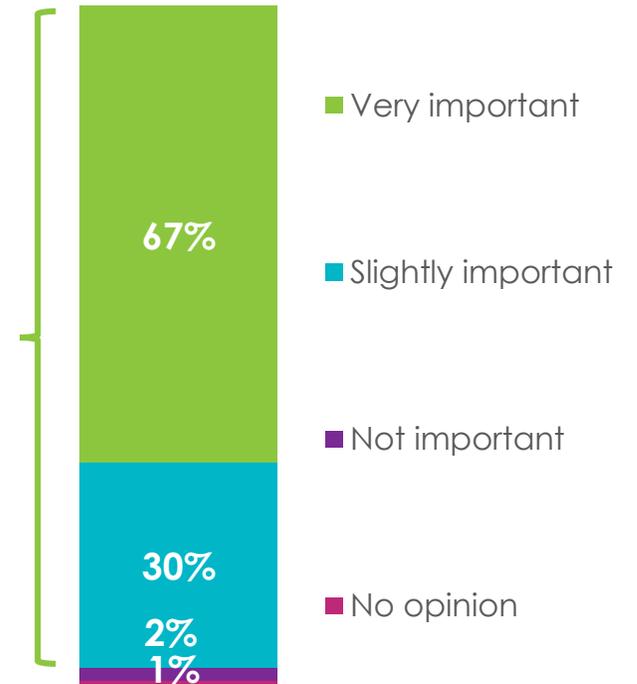
WHEN THE CREW FIRST STARTED SOME PEOPLE FOUND IT REALLY ODD BUT NOW THEY'RE PRETTY WELL KNOWN (SITE D)

# CUSTOMERS RECOGNISE THE IMPORTANT ROLE OF DRINKAWARE CREW

*“Working in pairs, Drinkaware Crew mingle with customers to **promote a positive social atmosphere** and help those who may be vulnerable as a result of drinking too much alcohol. This can include **reuniting lost customers with friends, helping people into taxis, or simply providing a shoulder to cry on.**”*

*How important is it for venues (bars, clubs, student unions etc.) to employ such staff members?*

**97%**  
NET: Important



Q9. Given this information about the role of the Drinkaware Crew, how important is it for venues (bars, clubs, student unions etc.) to employ such staff members? Base: All respondents (n=303)

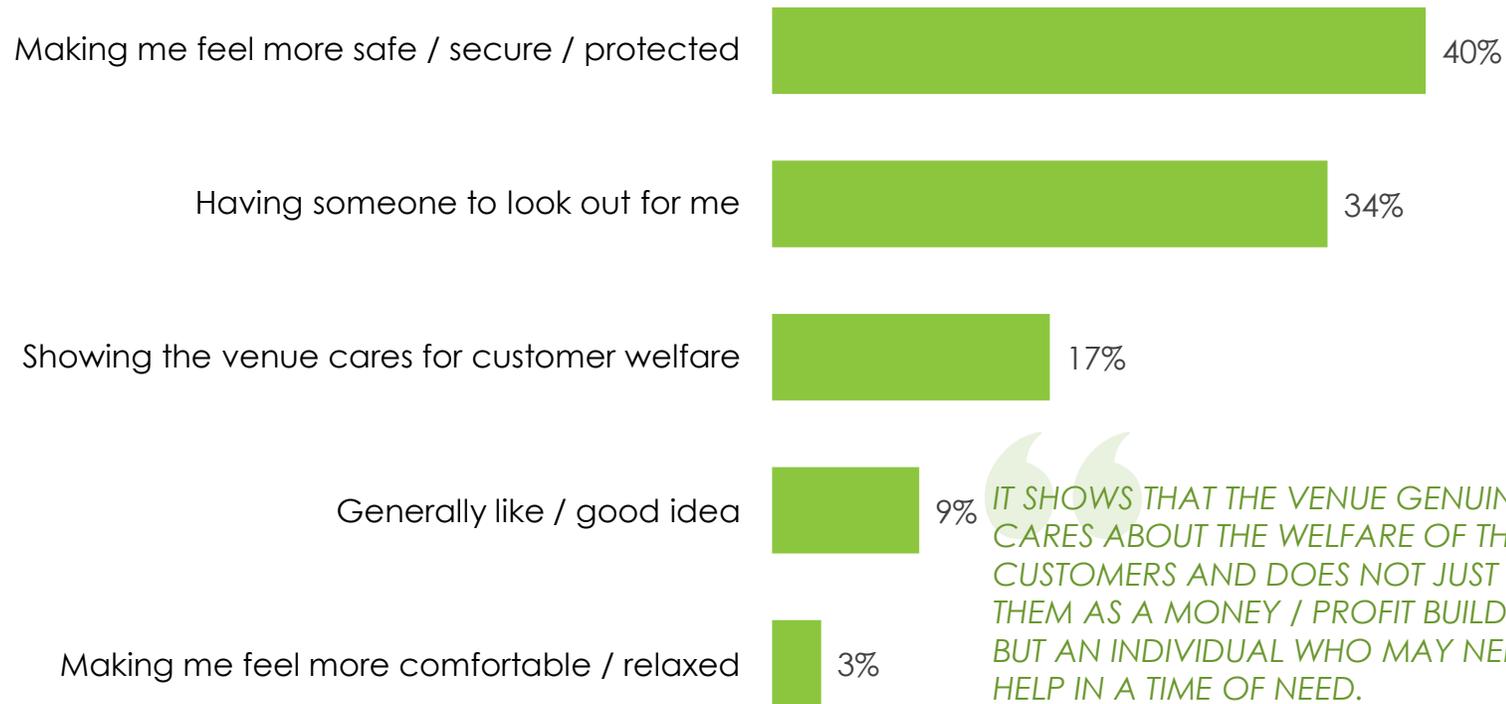
# CUSTOMERS HAVE A MUCH MORE POSITIVE OPINION OF VENUES WHO HAVE CREW

***If you know that a venue (bar, club, student union etc.) employs Drinkaware Crew members, how does it make you feel about that venue?***



Q10. If you know that a venue (bar, club, student union etc.) employs Drinkaware Crew members, how does it make you feel about that venue? Base: All respondents (n=303)

# THE PRESENCE OF CREW SHOW THAT THE VENUE CARE ABOUT CUSTOMER SAFETY AND SECURITY



*I PERSONALLY FEEL SAFER IN THE KNOWLEDGE THAT THERE ARE INDIVIDUALS ON HAND TO HELP MYSELF AND MY FRIENDS IF NECESSARY. IT MAKES ME REGARD A COMPANY MORE POSITIVELY, AS IT SHOWS THAT THEY ARE SOCIALLY RESPONSIBLE AND CONCERNED WITH THE WELFARE OF PATRONS.*

*IT SHOWS THAT THE VENUE GENUINELY CARES ABOUT THE WELFARE OF THEIR CUSTOMERS AND DOES NOT JUST SEE THEM AS A MONEY / PROFIT BUILDER BUT AN INDIVIDUAL WHO MAY NEED HELP IN A TIME OF NEED.*

*GIVEN THAT THE BAR IS SUPPLYING STUDENTS/YOUTH WITH ALCOHOLIC BEVERAGES. IT MAKES ME FEEL SAFER THAT THE VENUE IS CAUTIOUS OF THEIR CUSTOMERS WELLBEING AND WOULD MAKE ME WANT TO RETURN.*

Q10a. Why do you feel more positive about the venue (bar, club, student union etc.) that employs Drinkaware Crew? Base: All respondents who would feel more positive about a venue (n=251)

# DRINKAWARE CREW CAN HAVE A POSITIVE IMPACT ON A VENUE

CURRENT VENUE OPERATORS ARE POSITIVE ABOUT THE ROLE AND VALUE OF CREW IN A CLIMATE WHERE CUSTOMER SAFETY AND SECURITY MATTER



**Shows that venues take vulnerability and welfare seriously:** operating Crew is a positive and proactive step – and this reflects well on the venue and the community they serve

*THE CUSTOMER MENTALITY TOWARDS SECURITY IS SO DIFFERENT NOW.. THERE'S A SAFETY FIRST MENTALITY(SITE E)*

*PEOPLE TEND TO FIND SECURITY INTIMIDATING, THE CREW ARE APPROACHABLE AND SYMPATHETIC AND DON'T TEND TO BE IN A RUSH (SITE H)*



**Stakeholders are positive:** from local councils, police, licensing officials, universities and parents – Crew demonstrates a venue's commitment to its customer safety

*THE POLICE LIKE HAVING CREW AROUND, IT SHOWS YOU'RE BEING PROACTIVE.. PARENTS WANT TO KNOW THEIR CHILDREN ARE BEING LOOKED AFTER, AND THE PEOPLE IN THIS COMMUNITY APPRECIATE IT AS WELL (SITE H)*

*WE GET LETTERS THANKING US FOR WHAT WE'VE DONE AFTER NIGHTS OUT (SITE D)*

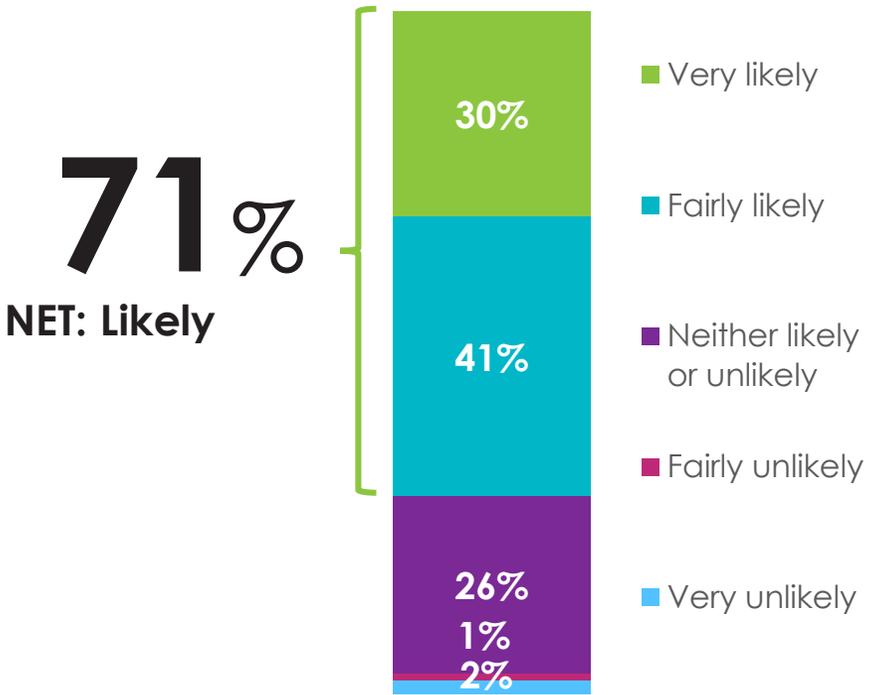


**Students and 18-22's are the most likely audience to require Crew:** Crew are relatable and approachable for this audience – more so than security staff

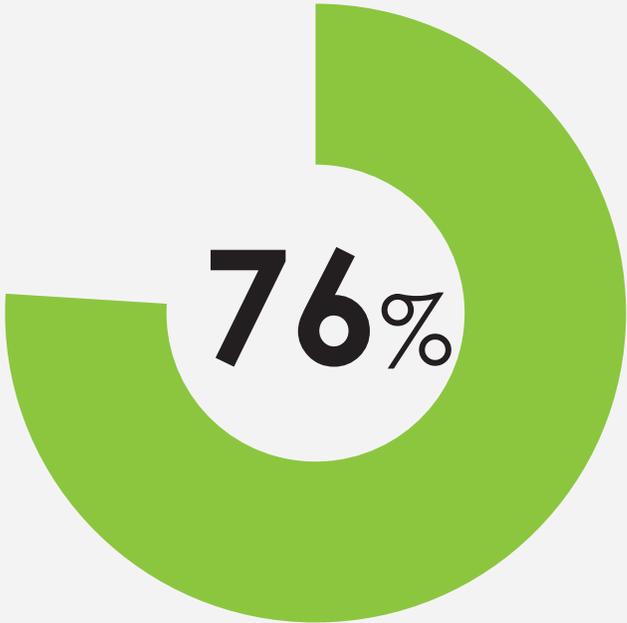
*CREW ARE MORE APPROACHABLE BECAUSE OF THEIR AGE.. THEY TEND TO BE HELPFUL, APPROACHABLE AND RESPONSIBLE (SITE E)*

# AS A RESULT, CUSTOMERS ARE MORE LIKELY TO CHOOSE VENUES WITH CREW AND ARE WILLING TO PAY MORE FOR IT

## choose venue with Drinkaware Crew



## willing to pay £1 more for entry



Q11a. When deciding on a venue (bar, club, student union etc.) for a night out, how likely or unlikely are you to choose somewhere that has Drinkaware Crew? Q12. Would you be willing to pay £1 more to enter a venue (bar, club, student union etc.) that has Drinkaware Crew? Base: All respondents (n=303)

# VENUES HAVE DIFFERENT NEEDS AND REQUIREMENTS – THE CREW NEED TO ADAPT TO DIFFERENT VENUE TYPES

CREW IS VIEWED POSITIVELY ACROSS THE VENUE TYPES BUT IS MORE RELEVANT TO STUDENT UNIONS AND SMALLER CHAINS/INDEPENDENTS



## UNIVERSITIES/SMALL CHAINS

- Great fit with the **principles** and **ethos** of Crew
- **Recruitment** is less challenging
- **Branding** and uniform appropriate



## SMALLER CHAINS AND INDEPENDENTS

- Need to be a certain size (e.g. 800+ capacity) and have a younger/student **clientele** for Crew to be needed
- They are often very supportive of Crew and see a need but can struggle **logistically** to keep scheme running
- Often have a **strong brand identity**, can be less corporate



## LARGE VENUE OPERATORS/CHAINS

- Big players and influencers in the **night time economy**
- Centralised HR and operations functions at group/regional level
- Want to be in control of **data** captured at their venues
- Often run their **own schemes** and have close ties with other support services e.g. St Johns Ambulance

# CREW IS OFTEN MOST VALUED AND SUCCESSFUL AT STUDENT UNIONS

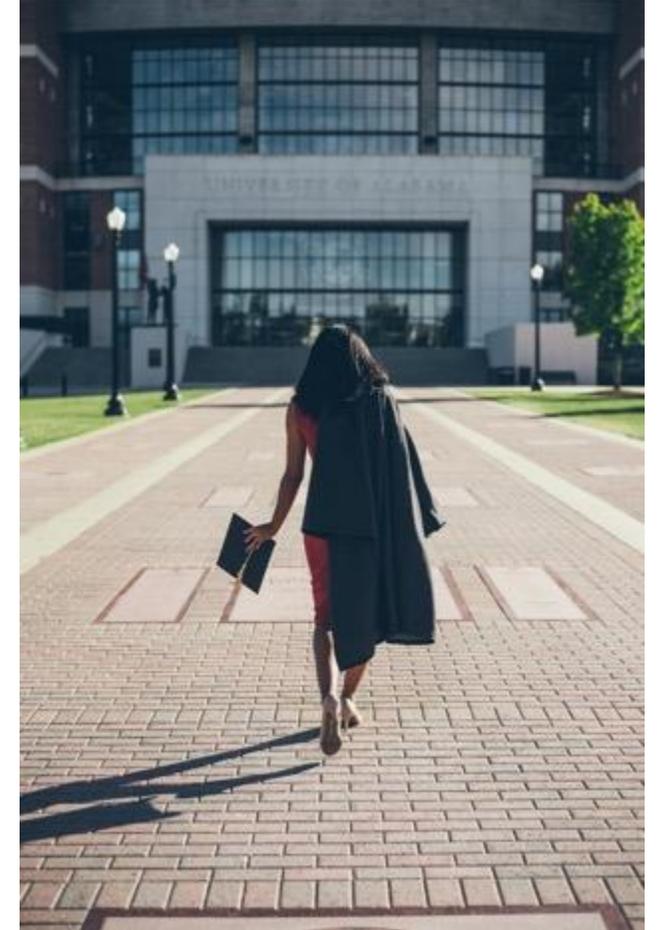
## STUDENT UNIONS ARE THE SWEET SPOT FOR OPERATING CREW IN ITS CURRENT FORM

Student Unions have a need for Crew and usually have a willing pool of recruits

- Hundreds/thousands of students are passing through the venue each week
- Fresher's week is a time when **mental health/vulnerability** can be particularly exposed
- Student Unions can attract **student recruits** for Crew – who are keen to have a job in the safe and supportive environment of the university
- Whilst the cost of Crew can be an obstacle (particularly if subsidy is removed), many are prepared to pay for training out of budgets – commercial challenges are less likely
- **University stakeholders** are supportive as student welfare is a top priority

*I THINK UNIVERSITIES LIKE CREW BECAUSE OF THEIR FOCUS ON VULNERABILITY, PARTICULARLY IN FRESHER'S WEEK(SITE E)*

*FRESHERS TENDS TO BE A DIFFICULT MONTH SO CREW CAN BE ESPECIALLY USEFUL HERE (SITE B)*



# TRAINING IS AN AREA WHERE DRINKAWARE GETS OVERWHELMING SUPPORT

THIS IS AN AREA THAT DRINKAWARE CAN BUILD ON FOR THE FUTURE WITH MORE FLEXIBLE OPTIONS

Crew training sessions are professionally run and well organised – with Crew members and venue operators feeling that the hands on and interactive nature was 'second to none'.

Many operators will be prepared to pay for this type of face-to-face training in the future.

**But there are some areas for improvement.** Whilst the training sessions themselves are highly praised logistically it can be hard for operators to find required numbers for training

Training must reflect the realities of the job – more preventative steps e.g. dealing with low level intoxication, handing out water etc.

Drinkaware could provide support to help venues team up with others in their local area to share the training cost so they can get more Crew trained with they need them.



COMPREHENSIVELY I THINK THE DRINKAWARE FACE TO FACE TRAINING CAN'T BE BEATEN, AND FOR TRAINING UP CLUB CREW MEMBERS THIS IS SECOND TO NONE (SITE D)

THE TRAINING IS GREAT, ITS NOT AWKWARD, EVERYTHING IS TALKED ABOUT IN THE RIGHT WAY, ITS NOT BORING AND IT FLOWS WELL (SITE B)



SITE A SU IMMERSION -  
CASE STUDY

# ATTRACTING THE RIGHT PEOPLE TO CREW IS IMPORTANT TO MAINTAIN STAFF

RECRUITMENT SHOULD FOCUS ON IDENTIFYING THOSE WITH THE RIGHT ATTITUDE AND SOFTER SKILL SET

*We visited Site A Student Union on a regular student Friday night from 10pm-3am, two crew members were in attendance.*

Both students agreed that the attracting the right type of person to the role is key, **soft skills and patience** are required to do the job effectively. Both of them describe themselves as 'caring' and the *'the sort of person who looks after their mates on a night out'*.

Another element that is important to being a successful and long term member of Crew is ability to **enjoy the role and fun.**

Site A has 6 Crew members and shifts are allocated via a Facebook group – they tend to operate on both nights at the weekend and 1-2 nights in the week. The Crew tend to work 1-2 nights per week. They have the option to sign up for nights that suit them, which gives them **flexibility around other responsibilities** and ensures that they can keep involved even at busy times.

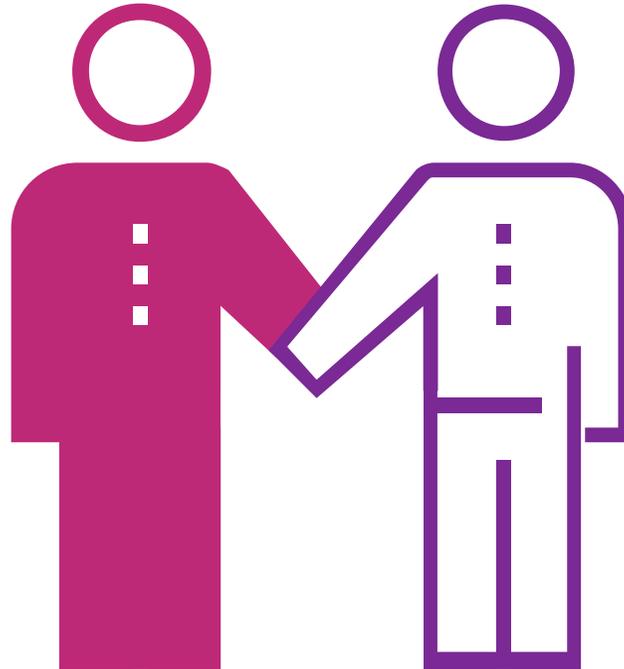


# ABILITY TO WORK AS A TEAM WITH MEMBERS OF SECURITY IS AN IMPORTANT ASPECT OF BEING PART OF CREW

SUPPORTING OPERATORS VIEW THAT CREW PLAYS AN IMPORTANT ROLE BETWEEN MANAGEMENT AND SECURITY

## UNDERSTANDING THEIR ROLE

Security take control of more 'serious' issues – anything to do with drugs, fights or sexual harassment. There are more security than Crew staff on the night in Site A – with several security outside the venue and positioned alongside the dance floor.



## COMMUNICATION

There is good communication between Crew and Security staff, Crew members describe the working relationship as being really important. Having time to get to know security – such as team meetings and social events take place at Site A, so all members of the team work together and communicate well

# SOME NIGHTS CAN BE QUIET FOR CREW – MANAGING DOWNTIME IS IMPORTANT

## 10pm-Midnight

Between 10pm and midnight there is **not very much for the Crew to do** - they do a quick check of the venue and they tend to wait inside until around midnight when they start their 'rounds' of the venue.

## 1.30-2am

Between 1.30am and 2am the queue has disappeared, so Crew **spend their time inside**, again checking **toilets** and spending time by the **dance floor** spotting anyone who may need assistance.

## Midnight-1am

The Crew team typically spend their time between midnight and 1am **checking the queue** and keeping an eye on the students entering the venue – seeing if they can spot anyone who may need assistance later in the evening. They conduct regular **'walk-rounds'** checking toilets to make sure no one has fallen ill.

## Crew O'Clock!

The main requirement for help from the Crew is between 1am and turning out time at 3am.

# CREW HAD SOME SUGGESTIONS FOR OPTIMISING THE SCHEME



## LOGGING AND USING INFORMATION

- The Crew team keep a record of what they do each evening using their log book.
- At the end of the night, one of them will log onto the Crew site on their phone and complete the events log.
- Both the Crew think that this is a **straightforward process**, but neither of them know how the **information is used**.
- Both Crew members would like to know what they should be logging and what they don't need to log.



## TRAINING

- Both Crew members had been on the **face-to-face training** course and felt that this had really helped to give them **confidence** to do the job.
- **Role play** in particular had helped them to work through different scenarios that they may encounter.
- They felt that offering **online modules to boost** training or provide reminders and tips for logistical points would be useful.
- They also suggested that new/potential Crew members could **'shadow'** existing Crew to get a sense of the routine and how to deal with typical scenarios.



## UNIFORM AND BRANDING

- Both Crew members felt that the **sweatshirts** were clearly **visible, practical** and **easy** to wear when working.
- The students felt that it was in-keeping with student style, and therefore **friendly** and **approachable**.
- They both liked the **'Here to help you'** logo on the back of the hoodies, although they didn't think the logo on the front was particularly picked up by students.
- The Crew often move quickly between indoor and outdoor - so they don't have time to change in and out of their coats – something **more lightweight and practical** would be welcomed.

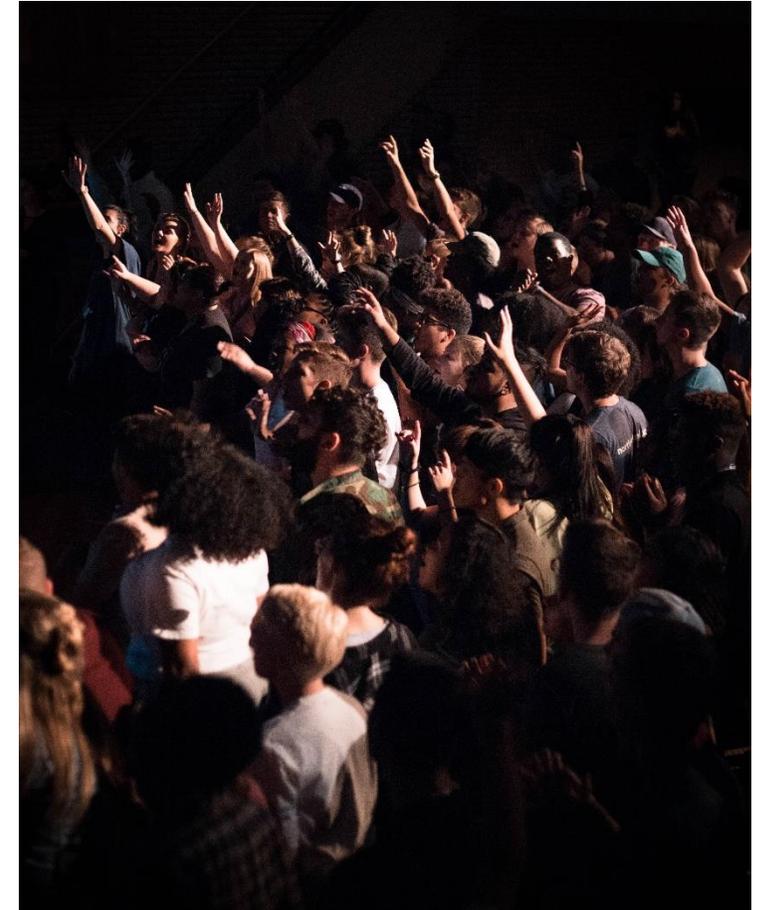


SITE C NIGHT CLUB  
IMMERSION - CASE  
STUDY

# CREW'S FITS WELL WITH THE SITE C'S STUDENT NIGHTS

WE VISITED NIGHT CLUB SITE C ON A WEDNESDAY NIGHT FOR ONE OF THE UK'S BIGGEST STUDENT NIGHTS

- Crew plays a **crucial role** at Site C, particularly when up to 3000 students are in attendance, at one of the UKs biggest student nights.
- The venue organiser run three other venues in the town alone, each with their own distinctive atmosphere, however the **student clientele** are the best fit with the aims and actions of Crew.
- **Vulnerable** and often 'overexcited' young people, who have often just moved away from home are in need of support at university, whereas older clientele in other local venues don't need or want the same level of support.
- **Safety** is a top priority for Site C, they have non slip stairs, and had 16 'door supervisors' on the night we visited. The venue and Crew also work in conjunction with other local schemes like the **Night Owls**, who have also taken note of issues regarding student vulnerability and safety.
- Though there is a bustling and buzzing atmosphere at Site B, all activities are observed by various members of staff who work flexibly and collaboratively, Crew fits well with these relationships.



# MAINTAINING A PROACTIVE AND SUPPORTIVE TEAM MAKES SITE C A SMOOTHLY RUN OPERATION

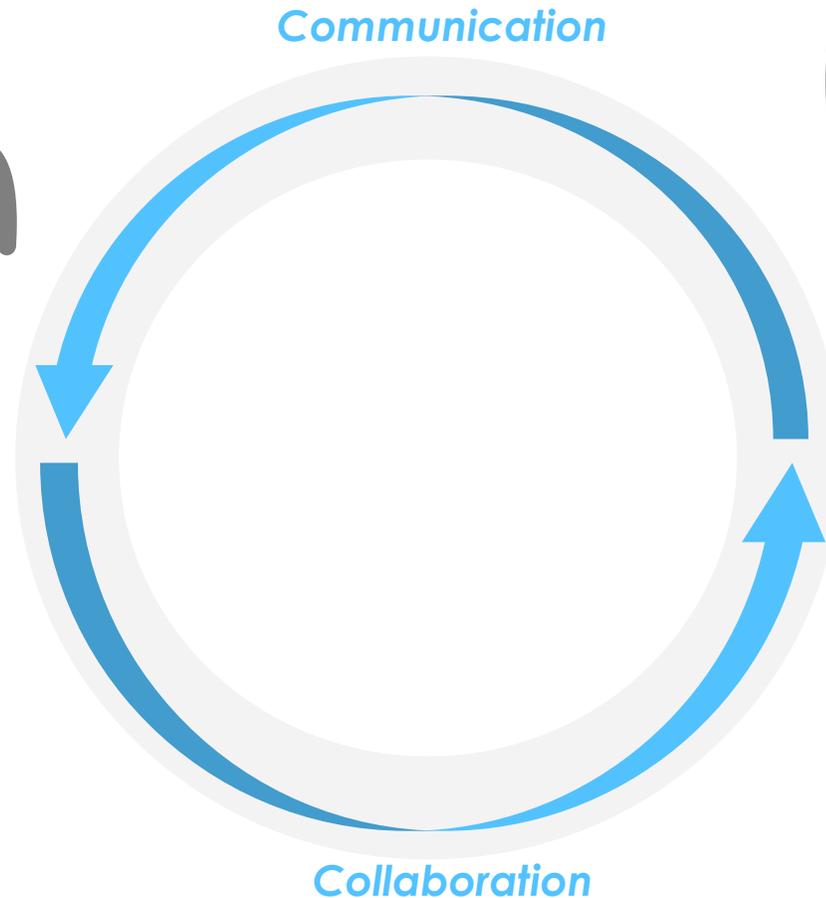


## Medic and security

Focused on escalation.

The dedicated and focused nature of the Crew enables security to focus on issues such as violence, and the medics to deal with more serious health issues, without spending extended time with intoxicated people.

“TIME IS A REALLY KEY ISSUE FOR US, WE NEED TO MAKE SURE WE SOLVE PROBLEMS QUICKLY”



## Management

Management have the whole picture and oversee roles and responsibilities.

“CREW ARE EXTREMELY VALUABLE FOR US”

“IT'S KEY THAT WE ALL HAVE A STRONG AND COLLABORATIVE RELATIONSHIP”



## Crew

Crew are proactive, attentive, and are often first response for 'low level' issues.

“WE HAVE A GOOD RELATIONSHIP WITH SECURITY, AND WE KNOW WHEN TO PASS PEOPLE ON”

“WORKING AS CREW IS BETTER THAN WORKING IN A BAR, I'D RATHER HELP PEOPLE GET HIM THAN MAKE PEOPLE MORE PISSED”

# CREW OFFER A RANGE OF SUPPORT TO SITE C'S CLIENTELE, HOWEVER THEIR UNIFORM IS A KEY ISSUE

1

## ROLE

Both Crew members are University students, the female Crew member is studying **psychology** and the male Crew member is studying **business**.

There can be up to 4 Crew members, of **mixed genders**, operating on any given evening.

There are up to **30 incidents a night**, from low level incidents e.g. people being sick, to more serious incidents of violence. Crew tend to deal with 2-3 major incidents per evening, offering both **physical and emotional support**.

Crew have a **set route** which they follow, they are constantly on the move, checking booths for those who may be too inebriated, outside the venue for those trying to get home, as well as checking toilets, which are considered to be **'hot zones'** of activity, particularly in the girls toilets.

2

## UNIFORM

The Crew's uniform was not felt to be a fit with the **'alternative' venue**, its visuals are disparate to the employees who work at the bar, who wear graphic t-shirts, which can mean that customers find it difficult to immediately **recognise** and take support from Crew.

Furthermore, the dark colours were **hard to spot** in a dimly lit club, and were not distinctive enough to **stand out** from the clientele.

However, the top and bag can be used as a practical tool to **credibly identify themselves** to clientele.

3

## TRAINING

As mentioned in venue operator depths, training was hard to organise, both due to the **location and infrequent** sessions.

Overall the training was seen as valuable and **practical** but Crew highlighted the importance of continuing to offer **refreshers** e.g. details on what other venues are doing, and other tips.

Site C struggles with **recruitment** and retention, overall Crew is not seen as an attractive job, particularly because of the pay, as well as students completing their degrees and leaving the town.



# UNIFORM AND BRANDING

# UNIFORMS AND BRANDING ARE NOT A MAJOR BARRIER TO CREW

BUT SOME IMPROVEMENTS WOULD BE WELCOMED AS VENUES HAVE A VARIETY OF NEEDS AND STYLES

- Generally, positively received – particularly the **bold and recognisable colour** scheme (bright colours such as red set Crew apart from security staff)
- **'Here to help you'** branding on back of sweater is clear and has a friendly tone
- Front panel of hoodie is not working as effectively – few are noticing message and Drinkaware logo is overlooked
- A few venues comment that the **corporate style** of the uniform can be a deterrent at recruitment
- Most operators think that the Drinkaware logo itself is not noticed by customers BUT it does show the **legitimacy** and **credibility** of the scheme
- Some confusion about whether customers think that staff are **employed** by Drinkaware or the venue

“THE UNIFORMS ARE SO CORPORATE, I THINK PEOPLE UNDERSTAND THAT IT'S A CHARITY BIT ITS JUST SUCH A JUXTAPOSITION TO OUR VENUE (SITE C)

“SOME PEOPLE COMMENTED THAT THE LOOK OF DRINKAWARE IS A BIT CORPORATE WHICH PUT THEM OFF – IT COULD BE TREATED MORE LIKE OUR CORPORATE BRAND THAN THE BIG SILVER LOGO EVERYWHERE (SITE D)

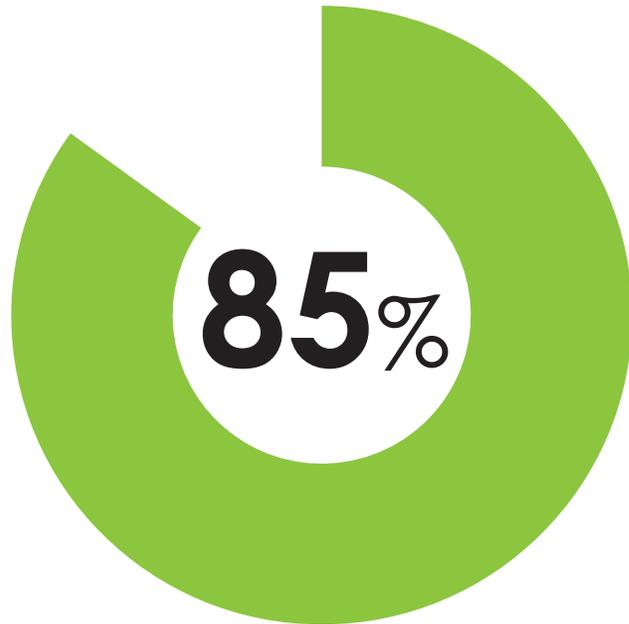
“THE UNIFORM CAN MAKE THEM LOOK LIKE AN OUTSIDER, LIKE THEY'RE NOT PART OF THE VENUE.. IDEALLY WE WOULD LIKE TO DESIGN OUR OWN, IT SHOULD BE THE VENUE COLOURS AND FONT TO FIT INTO THE VENUE (SITE D)

“I DON'T THINK THE BLACK IS VERY APPROPRIATE OR APPROACHABLE, BUT THE PINK WE USED LAST YEAR WAS POPULAR.. ITS IMPORTANT THAT THE BRANDING IS THERE OTHERWISE THE CREW COULD BE ANYONE (SITE E)

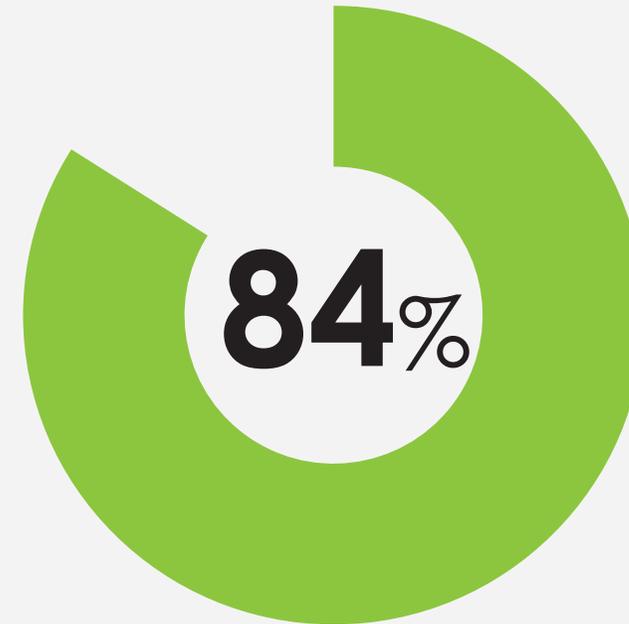
# CUSTOMERS ALSO THINK THE UNIFORMS MAKE THE CREW NOTICEABLE

THEY STAND OUT FROM THE CROWD, AND THEY STAND OUT FROM OTHER EMPLOYEES

**help staff members stand out from the crowd**



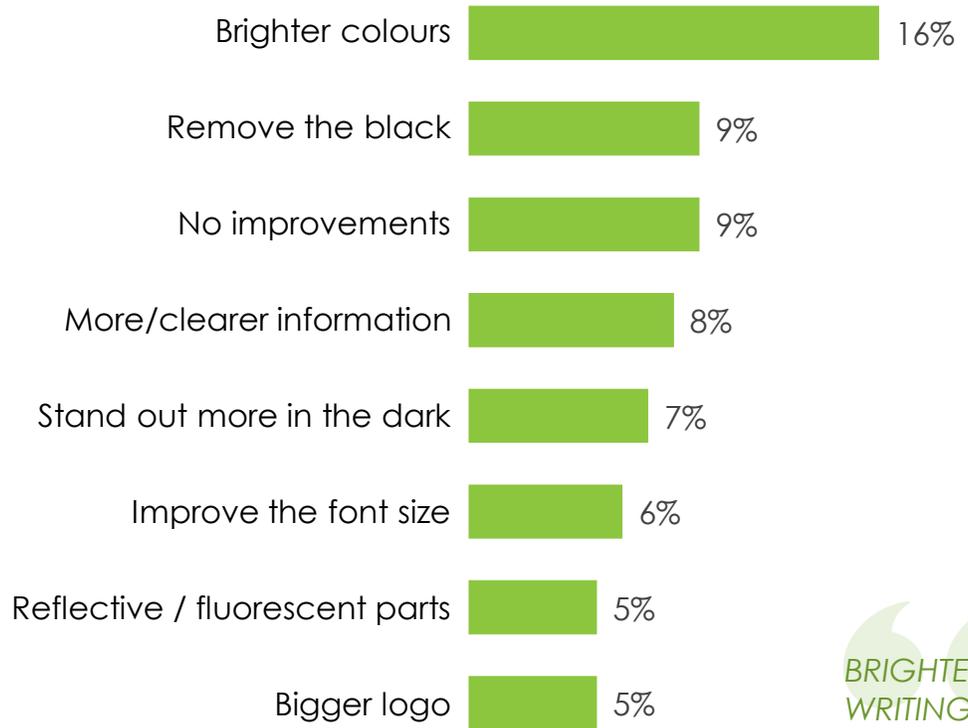
**help staff members stand out from other employees**



Q14. Looking at the uniform that Drinkaware Crew members wear, to what extent do you agree or disagree with these statements about the uniform? Base: All respondents (n=303)

# AND CUSTOMERS WANT CREW MEMBERS CLEARLY VISIBLE IN DARK AND CROWDED VENUES

WHEN ASKED ABOUT IMPROVEMENTS, MOST COMMENT ON MAKING UNIFORMS BRIGHTER AND NOT USING BLACK



I THINK IT COULD BE A LITTLE MORE BRIGHT IN THE DARK CONSIDERING THAT, PERHAPS SOMETHING LIKE A STRIP OF HIGHVIS TO BE EASILY LOCATED THROUGH A BIG CROWD.

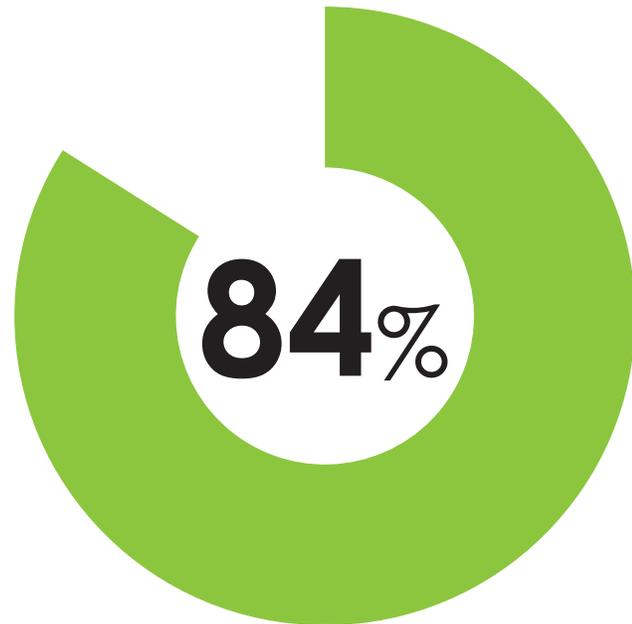
BRIGHTER COLOURS, REFLECTIVE WRITING THAT GLOWS WHEN IT'S DARK IN CLUBS, BIGGER LOGOS

THE CLOTHING COULD BE A BRIGHTER COLOUR TO STAND OUT TO PEOPLE WHO MAY BE ACTIVELY SEARCHING FOR HELP. NOT SURE ON THE SELECTION OF BLACK CLOTHING AS NIGHTCLUBS CAN BE DARK IN PLACES AND WHEN OUTSIDE, ALSO BLACK SHIRTS ARE POPULAR AMONGST PEOPLE DRESSING FOR NIGHTS OUT, THEREFORE IT DOES NOT MAKE THEM PARTICULARLY VISIBLE.

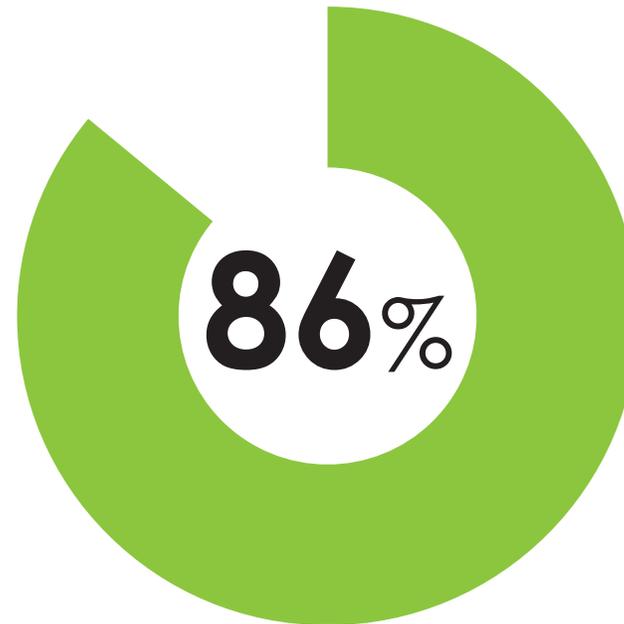
Q14a. How do you think the Drinkaware Crew uniform could be improved? Base: All respondents (n=303)

# THE UNIFORM ALSO MAKES THE ROLE OF THE CREW MORE CLEAR TO CUSTOMERS

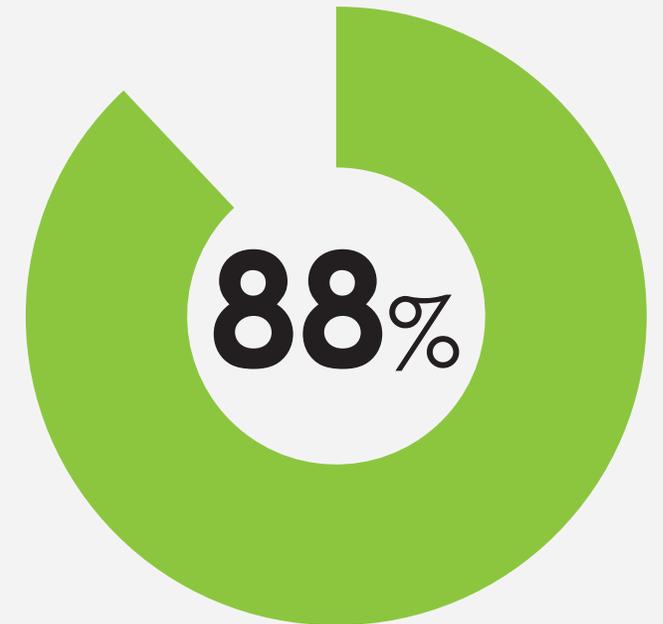
**makes it clear what the staff members are there for**



**look and feel fits well with role of staff members**



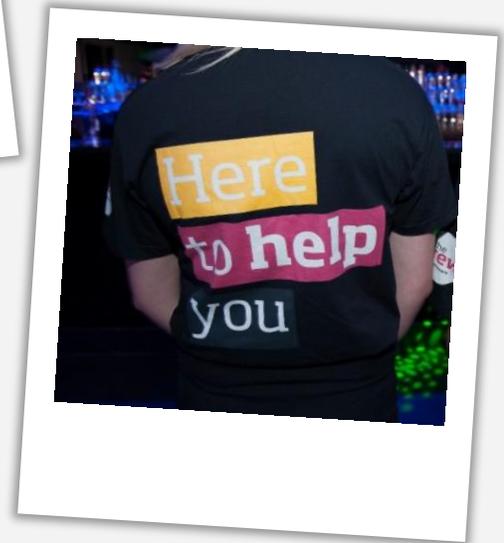
**makes staff members look approachable**



Q14. Looking at the uniform that Drinkaware Crew members wear, to what extent do you agree or disagree with these statements about the uniform? Base: All respondents (n=303)

THE IS AN OPPORTUNITY TO MAKE THE LOGO MORE VISIBLE (IN THE SURVEY ONLY HALF NOTICED; ON A NIGHT OUT FEWER ARE LIKELY TO NOTICE)

noticed Drinkaware logo on uniform when prompted with image

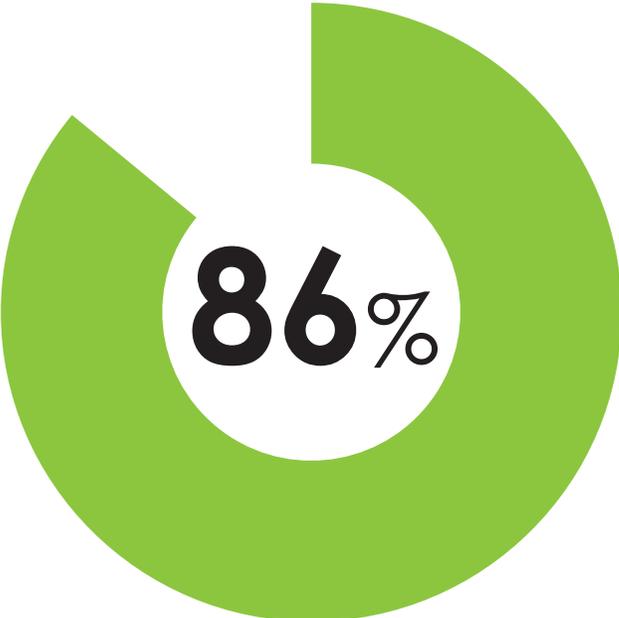


Q5. Did you notice the Drinkaware logo on the Crew members' uniform in the pictures that we showed you earlier? **Q15.** To what extent do you agree or disagree with these statements about Drinkaware branding on the uniform? By branding, we mean the Drinkaware logo that is printed on the front of the uniform. Base: All respondents (n=303)

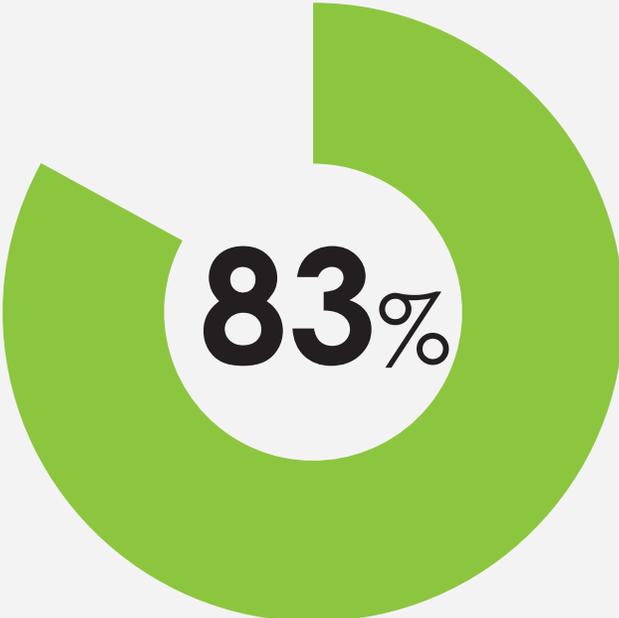
# DRINKAWARE LOGO ADDS VALUE: IT IS APPROPRIATE AND ADDS CREDIBILITY

DRINKAWARE'S STRONG AND POSITIVE BRAND RELEVANCE COULD BE USED WITH LARGER ORGANISATIONS TO SHOW THAT IT IS WORTH RUNNING THE CREW SCHEME RATHER THAN THEIR OWN

**appropriate to have Drinkaware branding**



**makes Crew members look more credible**

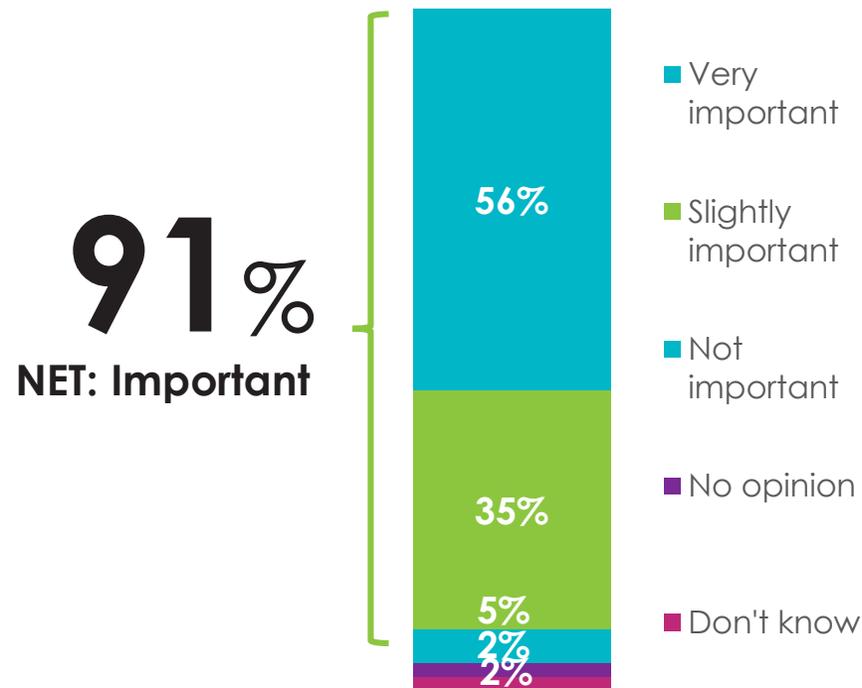


Q15. To what extent do you agree or disagree with these statements about Drinkaware branding on the uniform? By branding, we mean the Drinkaware logo that is printed on the front of the uniform. Base: All respondents (n=303)

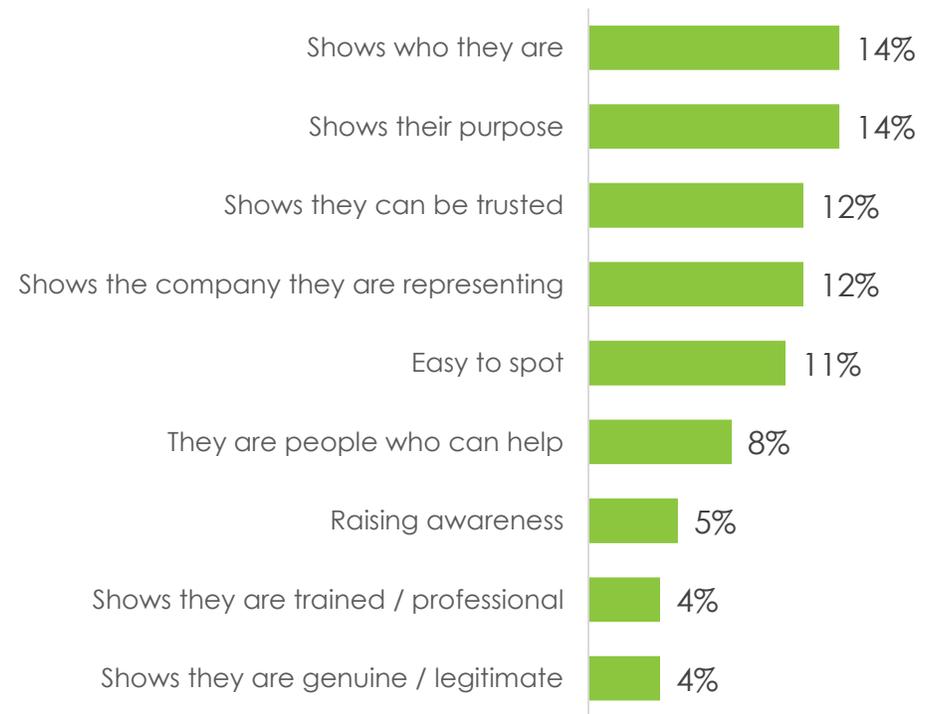
# THE MAJORITY OF CUSTOMERS THINK IT IS IMPORTANT TO HAVE DRINKAWARE BRANDING

ASSOCIATION WITH THE BRAND HELPS TO LEGITIMISE THEIR PURPOSE AND CREDIBILITY OF THE CREW MEMBERS

**How important, if at all, do you think is it to have Drinkaware branding on the Crew members' uniform?**



**Why important?**



Q16. How important, if at all, do you think is it to have Drinkaware branding on the Crew members' uniform? Base: All respondents (n=303)

Q16a. Why do you think it is important to have Drinkaware branding on the Crew members' uniform? Base: All who think branding is important (n=277)



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