An investigation into the impact inappropriate behaviour of a sexual nature towards women has on the female customer experience at student targeted events in the UK.

Grace Melody Richards

BA (Hons) Events Management

April 2017
**Signed Statement**

“I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”.

Signed:
Abstract

This thesis aimed to evaluate and explore the influences that inappropriate behaviour of a sexual nature, physical and verbal, experienced by female students had on their customer experience whilst attending events during their time at university. The motivation for this research was the authors hypothesis that sexual harassment and assault exists prominently in events, particularly within student night life.

Whilst previous research on this behaviour against women sheds limited light on experiences from students, it lacks depth within the presence of inappropriate behaviour at events and the influences this has and does not adequately represent female student’s experiences of sexual harassment and assault.

The findings of this study demonstrate that this behaviour towards women has a large impact on the female customer experience, as well as having the potential to create a negative reputation for events and venues in which this behaviour is prominent, leaving room for recommendations from the researcher to event managers and promoters in the industry.

Keywords: sexual harassment, higher education, events management, student events, night clubs
Acknowledgements

I wish to express the sincerest thank you to the 174 women that participated in my research and provided me with their experiences, despite how frustrating or upsetting it may have been to have done so. Your contribution was invaluable to this thesis. Also, to my 4 friends, some of the most entertaining people I’ve ever met (with the best râpour I’ve ever witnessed), that were willing to participate in my focus group and share their stories. Without you, this paper would be incomplete.

I would also like to express my gratitude to my research supervisor, Diana James, for her dedicated involvement through all stages of the process, as without it this paper wouldn’t have been accomplished.

I would like to thank my 3 best friends/ house mates that provided me with endless support, personal and academic, throughout this dissertation and the rest of the degree.

I am always indebted to family for their encouragement and comfort, particularly to my little sister, who kept me cheerful and motivated through her messages, phone calls and feminist stories every week for the past three years I’ve been living away, and my parents for always allowing and pushing me to do and achieve everything I’ve wanted to, and to whom I am more grateful than I’m sure I ever show.
# Table of Contents

**ABSTRACT** .......................................................................................................................... 3  
**ACKNOWLEDGEMENTS** ................................................................................................. 4  
**CONTENTS** ....................................................................................................................... 5  
**LIST OF ABBREVIATIONS AND ACRONYMS** .............................................................. 7  
**LIST OF FIGURES** ........................................................................................................... 8  
**INTRODUCTION** ............................................................................................................. 10  
  - Dissertation Aim: ............................................................................................................. 10  
  - Dissertation Objectives: ................................................................................................. 10  
**LITERATURE REVIEW** ................................................................................................. 13  
  - Differences in Genders .................................................................................................. 13  
  - Masculinity and Patriarchy .......................................................................................... 13  
  - Females in Higher Education in the UK ................................................................. 14  
  - Extra-curricular activities (ECAs) ............................................................................. 14  
  - Stereotypes and sexualisation of women and its reflection in the media and promotion ........................................................................................................ 15  
  - Sexual harassment and sexual violence .................................................................. 16  
  - University culture ........................................................................................................ 16  
  - Lad culture .................................................................................................................. 17  
  - Freshers and starting university .............................................................................. 18  
  - Effects of inappropriate behaviour ......................................................................... 19  
  - Student Night Life and Alcohol Consumption .................................................. 19  
**METHODOLOGY** ........................................................................................................... 22  
  - Research Objectives .................................................................................................... 22  
  - Research Philosophy .................................................................................................... 22  
    - Participatory Action Research and the Feminist Approach .................................... 22  
  - Data Collection Methods .......................................................................................... 23  
    - Qualitative Research ............................................................................................... 23  
    - Quantitative Research ............................................................................................ 23  
  - Sampling Method ......................................................................................................... 24  
  - Research Design .......................................................................................................... 24  
  - Questionnaire ............................................................................................................. 24  
    - Question Types ........................................................................................................ 25  
    - Questionnaire Design ............................................................................................. 25  
    - Limitations of Questionnaires ................................................................................ 25  
  - Focus Groups ................................................................................................................ 26  
    - Focus Group Design ................................................................................................ 26  
    - Limitations to Focus Groups .................................................................................. 26  
  - Ethical Considerations ................................................................................................. 26  
**DATA ANALYSIS AND DISCUSSION** ......................................................................... 28  
  - Background Questions ............................................................................................... 28  
  - Discussion of Inappropriate Behaviour .................................................................... 29  
  - Venue Comparisons .................................................................................................... 30  
  - Music Concerts and Festivals .................................................................................... 31  
  - Club Nights .................................................................................................................. 33  
  - PUB/Bar Events .......................................................................................................... 35  
  - Key Findings ............................................................................................................... 36
FRESHERS EVENTS ................................................................................................................. 37
REPORTS AND DOCUMENTATION OF INAPPROPRIATE BEHAVIOUR .............................. 39
EFFECTS OF THIS FEMALE CUSTOMER EXPERIENCE ON THE EVENTS INDUSTRY .......... 44
CONCLUSION OF FINDINGS .................................................................................................. 47

CONCLUSIONS AND RECOMMENDATIONS ........................................................................ 48
APPENDICES .......................................................................................................................... 50
APPENDIX 1 ............................................................................................................................ 50
APPENDIX 2 ............................................................................................................................ 66
APPENDIX 3 ............................................................................................................................ 75

REFERENCES .......................................................................................................................... 94
List of abbreviations and acronyms

That's What She Said - TWSS
Extra-curricular activities - ECAs
List of figures

Figure 1 - What kind of event did you attend most frequently during your time as a student? 28
Figure 2 - During your time attending events and going out as a student, did anyone behave in an inappropriate way of a sexual nature towards you that made you feel distressed, intimidated or offended? 29
Figure 3 - Of what nature was this inappropriate behaviour? 30
Figure 4 - Mark how safe you felt at music concerts with 1 being unsafe and 5 being completely safe 31
Figure 5 - Mark how safe you felt at festivals with 1 being unsafe and 5 being completely safe 32
Figure 6 - Mark how safe you felt at club nights with 1 being unsafe and 5 being completely safe 34
Figure 7 - How often did this occur throughout your time as a student at club nights? 35
Figure 8 - Mark how safe you felt at pub/bar events with 1 being unsafe and 5 being completely safe 36
Figure 9 - Mark how safe you felt at freshers events with 1 being unsafe and 5 being completely safe 37
Figure 10 - If you reported this inappropriate behaviour, who did you report it to? Select all that apply 39
Figure 11 - If you did report this to the police or the venue at the time, was the other person involved in the incident removed from the situation/venue? 40
Figure 12 - How satisfied were you with the way the situation was dealt with? 41
Introduction

**Dissertation Aim:** The purpose of this research project is to evaluate and explore the female experience at events targeted mainly at students in the UK, with reference to the treatment and representation of women at university and within promotional tools used by event managers and promoters.

**Dissertation Objectives:**

- To critically evaluate the academic literature on gender differences, ‘Lad Culture’, sexual violence against women and these elements in relation to events frequently attended by students.
- Explore the influences of discrimination, harassment and assault on the female customer experience at student targeted events.
- Develop a theory on whether there is a correlation between the representation and the treatment of women at events targeted at university students, and whether gender discrimination is prominent at these events.
- Offer recommendations to promoters and event hosts in terms of how to enhance the female customer experience and provide safety for women to improve the events industry.

This research is an investigation into the correlation between the treatment and representation of women and their customer experience when attending events during their time at university. Whilst events management and the events industry is a widely researched area, there is little research available on the female customer experience at Live Events, particularly with regards to sexual harassment and violence and the surrounding cultures that promote and normalise this behaviour. Gender is a key factor to consider when organising and managing events; it affects the way events are marketed and co-ordinated, and gender issues present live events with demands for safety practices, needs to educate and often, problems. Considering the lack of research into the female customer experience at live events, it is unsurprising that there is very little on that in the depth of female students; women make up 56% of the student community with 55% of undergraduate students being female, and 47% at postgraduate level (Universities UK, 2013), so their customer experience is valuable to event managers to further the industry. Without effective research in this region, it is difficult for event managers to measure the implications factors such as sexual harassment and violence have on safety and motivation to attend events, making it more difficult to effectively combat it.
This thesis will critically evaluate the literature on gender differences, ‘Lad Culture’, sexual violence against women and these elements in relation to the female customer experience at student targeted live events, as well as the running and promotion of these events. It will continue to explore the influences of discrimination, harassment and assault, to make effective recommendations to promoters and event hosts on how to enhance the female customer experience and to protect women at their events. The researcher will aim to build on theories that debate the use of sexualisation through advertising and the implications of this to hypothesize whether there is a correlation between the representation and treatment of women at these events and if gender discrimination is still prominent.

Sexual harassment and violence at events and in university has been discussed widely recently in mainstream media through platforms such as radio, including BBC Radio 4’s “My name is not ‘hey baby’” (Khan, 2012) and “Thinking Allowed: ‘Lad Culture’ in higher education” (Taylor, 2014), as well as in the news, with reports of rape, assault and harassment documented heavily and a rise in campaigns against this behaviour, such as Girls Against, Siren and Defend Girls. These attitudes, campaigns and safety issues being so dominant poses a question as to why it is yet to be evaluated in literature, considering it may be affecting the sales of tickets, diversity at events and the happiness of customers. A resolution on gender issues within events could impact the industry positively and enhance overall customer experience, whilst simultaneously ensuring event promoters, hosts and staff are maintaining their duty of care to female students.

Hidden Marks (2011), a report conducted by the National Union of Students, was based on findings of a national online survey of 2058 women students. This highlighted female students’ perceptions of safety, prevalence of violence and harassment, the profile of their perpetrators, levels of reporting and factors that influenced students to report these crimes, and the impact of stalking, violence and sexual assault on female students. The results from Hidden Marks showed that 11% of respondents experienced serious physical violence, 12% had experienced stalking, 16% experienced less serious sexual assault, and 25% had experienced sexual assault. This research appeared to be the first of its kind, along with the NUS report ‘That’s What She Said’ (2011), encouraging more research in this field to gain better recommendations for universities. Although these reports discussed extra-curricular activities (ECAs) and nightlife in depth, there was a lack of investigation into the role event managers and staff play and their duty of care. This led the researcher to develop her research proposal for the thesis.
As sexual harassment at student orientated events appears targeted at women when literature and media is concluded, this research will focus on female students. Citing secondary research on sexual violence along with correlations made between this and primary research, as no criminal behaviour is discussed throughout primary research tools. As well as this, McLean et al (2011) highlight that although research has found little evidence of gender differences in the prevalence of workplace or school generalized harassment/bullying (Keashly, Trott, & MacLean, 1994; Rospenda, Richman, & Shannon, 2009; Schneider, O'Donnell, Stueve, & Coulter, 2011), women are more likely to experience sexual harassment.

The scope of this research does not lend itself to a consideration of male customers and their experiences with assault and harassment, due to constraints on space, although the researcher recognises this would be an interesting area to investigate, particularly to contrast against the findings of this thesis.

This dissertation will begin by critically analysing the literature on gender differences and masculinity and patriarchy, and theories that this patriarchal power can encourage sexual violence, women in higher education, ECAs with attention to the balance of which men and women attend and the influence of societies at university, the stereotyped view and sexualisation of women within advertising and the media with depth in student targeted events, sexual harassment and sexual violence, university culture, lad culture and the impacts it has had on behaviours with some discussion on lads mags, freshers and starting university, the negative and positive impacts on a customer experience and student night life and alcohol consumption. There is then a methodology, outlining the research philosophy and research tools, followed by the data analysis and discussion. This is then followed by a conclusion.
Literature Review

Most research and literature based on those that attend university and the student life style is focussed around students own experiences and perceptions of their learning, with only a few limited studies focussed on negative experiences and welfare of female students, and the trivialisation of sexual violence in the UK. Considering that higher education is usually the first-time student’s leave home and live independently, opinions, attitudes and behaviours of students are easily influenced and begin to change as a part of creating and enhancing an identity (Lawson, 2008). Gender is a widely researched topic in literature; the idea of masculinity and patriarchy, and how these two ideas influence femininity and behaviours and attitudes of both genders, has been heavily discussed in literature since the 1960’s. This chapter reviews and criticises some feminist literature, as well as literature based on gender, sexual harassment/assault amongst students worldwide, particularly at events, the customer experience at and motivation to attend events, lad and university culture, females in higher education and the nightlife scene.

Differences in Genders

When theorizing gender, it is important to separate it from sex, “the physiological and biological differences between women and men in terms of reproductive capacities” (Reid and Stratta, 1989, p. 13); gender has developed from a sociological construction determined by the way different sexes experience and live within society. The key search for identity in a young person differs between genders. Trew (1998) suggests that when young people are making decisions and thinking about their future, career choices made by girls will be decided upon the importance of their relationships with those around them, whereas boys will focus on the importance of their career, a pattern potentially derived from a previous imbalance in social power when the fate of women was decided by male superiors (Trew, 1998). Social differences between genders are what constitute inequality, despite the lack of reasoning for a contrast in social positioning between men and women (Reid and Stratta, 1989). Hurst et al (2013) reiterate this, stating attitudes from society shape these differences, highlighting that using biological differences between sexes as an excuse for inequality is inadequate, as even this reasoning must be socially and culturally interpreted.

Masculinity and Patriarchy
Many theories of patriarchy exist across feminist literature to explain sexual violence. Sylvia Walby (1990) suggests that patriarchy has changed in the way it exists; previously, ‘private patriarchy’, where women had little involvement in public life, was the paramount method of oppression, but in modern times ‘public patriarchy’ evolved, where women would be more involved in society but still face “forms of segregation and subordination within economic and political life” (Tew, 2002, p. 47). Tew (2002) supports Walby’s theory and believes “complexity may arise where women may take on positions of patriarchal power as if they were men without fundamentally challenging patriarchal power relations” (Tew, 2002, p. 46), suggesting there will be confusion in attitudes and behaviours when sexism exists in a widespread society and day to day ‘norms’, but legalities are in place to ensure both genders are treated the same. Walby (1990) argues that violence committed by men against women (including sexual assault, rape, wife beating and sexual harassment) is best analysed in a situation of a patriarchal social structure, suggesting in all three of her theoretical approaches (liberalism, class analysis and radical feminism) that a need for power and reinforcement of masculinity is a key factor amongst violence against women.

Females in Higher Education in the UK

Sobritchea (2004) discusses the sexism ingrained on campus and the way in which it is dealt with. She states “campuses need to develop policies, procedures, extensive training programs and materials that will identify and prevent sexism in educational institutions” (Sobritchea, 2004, p. 163), but says despite these initiatives being implemented, complaints at college and university campuses are increasing in frequency, with elements both on and off campus portraying a non-inclusive community for women. When higher education institutions witness prevalent sexism on campus, it is questioned why this research hasn’t been extended to the behaviours and attitudes students experience off campus, as ECAs and social life is arguably an equally important and influencing part of the student experience.

Extra-curricular activities (ECAs)

Sobritchea (2004) believes sexism is evident in co-curricular activities with objectification of women both on and off campus. McGinely et al (2016) believe that sports participants are “more likely to be victims of peers’ verbal and physical harassment”, an element that correlates with the discussion of sports societies, such as rugby societies, being problematic in terms of
harassment; Kalof et al (2001) reported that women belonging to societies are more likely to experience and report sexual coercion “involving physical force and alcohol-related non-consensual intercourse” after conducting research in America. This was further supported by a study conducted by Franklin (2010) where he used survey responses to identify risk factors that lead to verbally and physically coercive sexual victimization, as discussed later in the review. This fear of sexual victimisation and harassment could indicate that concerns of safety are one reason why females take part in less societies and ECAs, reinforcing this thesis.

**Stereotypes and sexualisation of women and its reflection in the media and promotion**

Some literature suggests that popular culture provides us with gendered stereotypes. Hedley (2002) argues that the use of gendered stereotypes in films provides a basis that a relationship between a man and woman centralises on romance or sex, suggesting this is normal to audiences. The sexualisation of women is discussed in literature within the bracket of “sex sells”. Many feminists contend that due to advertisements ability to affect opinions and manipulate behaviour, there are theoretical bases for correlation between images of women in advertisements and sexual attitudes (Mcrobbie, 2007). Gill (2009) argues that hyper-sexualised imagery is so widely accepted and visible in advertisements that audiences are desensitised to them, rarely stimulating a reaction. Bongiorno, Bain and Haslam (2013) theorize the approach of “scantily clad women” used in advertising to make products and services more attractive to men. Hubbard (2013) believes that many nightclubs rely on “the promise of eroticized interaction to recruit customers with flyers, posters, and adverts often featuring conventionally sexist images of women”, a theory discussed against the general night club scene in more depth further in this review. Coy (2014) critiques the use of “sexualisation” for this behaviour in the media, and believes the term “sexualised sexism” is more suitable, as it highlights that sexualisation is “deeply gendered” with its “limited and reductive portrayal of women and girls” reinforcing the social hierarchy of gender. The researcher believes that this term more suitably fits the representation of women in promotional tools across events, as not only is it visual sexualisation, but the normalisation of sexual violence in a way meant to appear enticing to customers. There are many examples of this across promotion in the events industry, particularly within student targeted events. Cardiff Metropolitan University’s student union advertised a TNT Freshbook club night using a poster with a male student pictured wearing a t-shirt saying “I was raping a woman last night and she cried” (Davies, 2013). Young-Powell and Page (2013) examine one club night called Freshers Violation at Mezz Club in Leeds that posted a promotional video on their social media where the presenter asked a student “How are
you going to violate a fresher tonight?” and the student responded “She’s going to get raped”. This method of promotion and normalisation of sexual violence presents a hypothesis to the researcher that this material gives the go-ahead to attendees at the night club to objectify women.

**Sexual Harassment and Sexual Violence**

Sexual harassment can be defined as “persistent and unwanted behaviour such as innuendo, leering, ridicule, verbal abuse, remarks or pin-ups intended to embarrass, unwanted physical contact, demands for sexual favours or physical assault (Reid and Stratta, 1989, p. 171). Paludi et al. (1991) state that the nature of sexual harassment is “widely misunderstood” by those that are harassed, those that harass and those that witness harassment, further discussing that the epidemic of sexual harassment in the classroom and in the workplace, wasn’t addressed despite 70% of women college students claiming to experience gender harassment throughout their college years (Paludi, 1991, p. 72). Sexual harassment is an area with little discussion in events literature; Van der Wagen and White (2011) address it only as an element of preparing staffing policies with no regards to customers that may experience it. However, the NUS (2011) conducted a report, “TWSS”, to gain an insight on female student’s experiences with sexual harassment, assault and lad culture. This showed that over a third of participants had highlighted verbal misogyny as an element of their university social life that made them feel uncomfortable, from misogynistic ‘everyday’ sexism remarks to extreme rape-supportive attitudes. In the same report, two thirds of study participants described sexual harassment and violence as ‘normal’ parts of university life, one participant stating “I don’t know anyone, any of my female friends, who haven’t had some kind of encounter that was harassment whether it be verbal or physical, since they’ve been at university” (NUS, 2011, p. 50). Testa (2009) highlights that those between the ages of 16 and 19, shortly followed by those between the ages of 21 and 24, are most at risk of sexual violence, the ages most female students are at when they attend university. Sexual violence has been documented at many UK festivals, including V Festival (Agency, 2015) and Reading Festival (BBC, 2014). Despite this, sexual harassment, assault and general sexism is a topic rarely covered in literature based on events, hence deemed as a topic area with a gap in research and literature by the researcher.

**University Culture**
Raymond Williams (1983) defines culture as the “general process of intellectual, spiritual and aesthetic development”, furthered by Baldwin’s (2006) argument that culture originally referred to “a distinctive pattern or configuration of elements, both material and ideational” leaving each social group with their own unique cultural pattern that meant they were valued equally. The world later developed to meaning “a total way of life to people”, “a way of thinking and believing” and a “storehouse of pooled learning” (Kluckhohn, 1949, pp. 17-24). This range of definitions support the idea that culture impacts the attitudes and behaviours obtained by different social groups, and the influence their leader or hierarchy has, as well as the influence they have amongst each other.

Research into the culture of universities within feelings of oppression or discrimination is limited within the UK but has been a widely researched issue in America. Campus Culture is an area discussed across literature, providing a suggestion for the UK. Levine (1993) suggests that groups on campus’ appeared ignorant to each other and were divided, believing that there was “no culture of commonality broad enough to bring them together”, but gender a factor enough to divide students, leaving opportunity for victimization and enhancing the feelings of minority groups that they are discriminated against, resulting in a lack of attendance at student activities outside of the classroom (Levine, 1993, p. 339).

Lad Culture

Kimmel and Aronson (2003) discussed a variety of fictions and culture around the term ‘Lad’. They addressed Lad Culture, starting in the 1990s, as representing a young male culture in Britain that arose between a crisis of masculinity and the blurring of class identity, starting off with attitudes claimed to be used ironically, but that eventually made their way into mainstream culture and then “promoted as a model for 1990’s masculinity”. They believe it portrayed an idea of young men that were “consciously immature and anti-intellectual, preferring a lifestyle of drinking, casual sex, and masculine leisure pursuits- particularly football and violence” and advocating “politically incorrect views and hedonistic attitudes, scorning ideas of career aspiration or settling down in favour of excessive socialising with male friends and superficial relationships with women” (Kimmel and Aronson, 2003, p. 569). This trend created a new era of gender politics with the entrance of “Lads Mags” into modern media, along with “New Lad Fiction”, a marketing term beginning at the same time referring to a figure that completely contrasted “the feminist defined “New Man” of previous decades” (Oxford Dictionary of Literary Terms, 2016). Young (2014) supports this, believing that lad culture is now being used
as a business model, Sherriff (2014) arguing that this is particularly a problem within the night
time economy where a “dangerous” presentation of women is used, “actively encouraging this
culture”. Kingsley (2012) discusses Carnage UK who have endorsements from these “Lad”
publications including Loaded, Nuts and Zoo, and have been running club nights across the UK
since 2004, including “Slag’n’Drag”, “Geeks and Sluts”, “CEOs and Corporate Hoes” and
“Pimps and Hoes” themed nights. The researcher questions whether these publications and their
portrayal of women reflect within the treatment of women at their events, particularly when the
disregard for repercussions of these promotional tools is considered. This idea that lad
magazines objectify women and portray this culture is criticized by post feminists including
Seren Haf Gibson, a former glamour model, that found her role “empowering” and “freeing”
(Barnett, 2013). Greatrex (2012) supports this idea, claiming that now women can make their
own choices and have their own rights, other women are trying to “take them away”, although
these arguments neglect theories, such as that by the University of Surrey (2016) that lad’s
mags “normalise sexist humour” and can have an impact on behaviour.

This lead to consideration by the researcher of whether, due to the young age at which students
join university and begin their degree, these attitudes and behaviours continue on campus, and
what impact the media and this new culture has. NUS (2011, p. 28) research found that students
saw “strong connections between ‘lad culture’ and the values, attitudes and behaviours evident
on their campuses”, with students defining lad culture as a “group or ‘pack’ mentality”
revolving around high alcohol consumption and sexist, misogynistic and homophobic “banter”,
creating a sexualised culture at university that creates rape supportive attitudes and
subsequently sexual harassment and violence.

**Freshers and starting university**

Freshers refers to the first week or two of starting university where many events including
Freshers Fayres and club nights take place to introduce new students to one another. Ben
Whittaker (manager of University of West London’s Student Union) believes that elements of
Freshers, such as giving t-shirts and starting societies, instigates a sense of being in a tribe,
creating a shared sense of ownership”, a similar description to that of ‘Lad Culture’. He
suggests there should be mandatory training for union officials to help curb the issue of lad
culture/ to change attitudes of student union staff (Sanghani, 2014). Sexism and misogyny at
freshers has been documented on news articles across the past few years; London School of
Economics disbanded it’s men’s rugby club after they published and handed out a leaflet at the
fresher’s fair describing women as “trollops” and “slags” (Ellis-Petersen, 2014). The Huffington Post (2013) reported St Cuthbert’s Society Rugby Club playing a drinking game of “It’s Not Rape If” (Sherriff, 2013), videos of students singing different chants referring to non-consensual sex were filmed at societies, student unions and other public places at many universities, including University of Nottingham, Stirling, Yale and St Mary’s University in Canada (Bates, 2014). Aberystwyth University withdrew its funding from the cricket team after players wore T-shirts with “Casual Rape” printed on the back (Bates, 2014). Bates (2012) also discusses the new technique of “slut dropping”; a tactic used by male students where they offer intoxicated girls a lift home after a night out and drive them “as fast and as far as possible in the opposite direction” before leaving them there with no way to get home. There is little discussion or literature available on the correlation between these attitudes and the affects they have on female students, and the procedures implemented by universities to combat it, although Oxford and Cambridge Universities began to run sexual consent workshops to tackle the sexism on and off campus (Fenton, 2014), a suggestion made to many universities where sexism is a dominant problem.

Effects of inappropriate behaviour

Customers may express negative feelings of their experience at an event or venue to their peers to protect “other members of an in-group against discrimination”, such as that of sexual harassment and assault (Walsh, 2009). The effects of inappropriate behaviour goes further than that of the event experience; Pearlin’s (1989) stress theory highlights that worsened mental health can result from an individual’s higher exposure to stressors, particularly when they are chronic stressors (negative and unpredictable), as sexual harassment is considered (Avison and Turner, 1988). Kesser and McLead (1984) suggest that some groups are more prone to vulnerability to stress, particularly if they have a lack of power or resources to deal with stressors, an element the researcher considers applicable to students (living away from home for the first time, in a new environment without family and friends, low income, and an identity building time). Fitzgerald et al (1997) determine sexual harassment as a stressor that can lead to work withdrawal, career instability, job dissatisfaction and poor mental and physical health, reiterating to the researcher why this is a concerning behaviour to be repeatedly experienced and normalized by students and a matter that should be addressed to lessen impacts on university life.

Student Night Life and alcohol consumption
Chatterton (2003) discusses how nightlife spaces are increasingly targeted to “meet the needs and desires of cash-rich groups of young people, especially service-sector professionals, graduates, and students” (Chatterton, 2003, p. 102). He argues that divisions are becoming more prominent within young people, segmenting nightlife between different populations. He believes young adults should “be viewed as both recipients of an economically produced and regulated nightlife activity, and active participants in this cultural realm” (Chatterton, 2003, p. 109), but Slater (1997) highlights the importance of recognising these consumer decisions as symbolically meaningful and as an active relationship between the consumer and provider, whilst acknowledging the experiences produced and identities created during this time. Heavy drinking is known to be common in university (Hughes, 2012). Stewart (1990) revealed going out and drinking as the third most important spending priority amongst 16-24 year olds, with young adults as the most likely of all populations to attend night clubs. Research conducted by McGinley (2016) highlighted that Sorority participation in the US, like participation in societies in UK universities, directly predicted increased risky alcohol use. When making use of Miles (2003) theory that young people consuming commodities, experiences and lifestyles works as a method of creating identities suggests that drinking and the culture that surrounds it will influence the behaviour and motivation of young people. Franklin (2010) suggested, after conducting research on the correlation between sexual assault/harassment and alcohol, that there is a relationship between the two, stating that alcohol is linked with “sexually aggressive outcomes on dates and with acquaintances in approximately 50 percent of sexual assaults”. The relationship, he argues, can differ per circumstance; some men can behave more aggressively and obtain greater sexual entitlement, as well as becoming unable to correctly interpret female behaviour effectively when they are under the influence of alcohol, perceiving friendliness as sexual interest whilst also perceiving women who are drinking alcohol as more promiscuous and sexually available than women who do not drink, consequently making women that drink alcohol targets for excessive sexual attention. Considering there is a high level of alcohol consumption reported within the student lifestyle, this could mean male students are more likely to obtain these attitudes as they are under the influence of alcohol, as well as living in a culture accused of promoting this behaviour, and that female students are less able to protect themselves in these environments due to their own intoxication. Franklin (2010) continues to argue this:

“The prevalence of sexual assault occurring through the use of alcohol/drug intoxication has become a more common occurrence, especially on college campuses, primarily due to the “party culture” and the pervasive socialization messages that justify using alcohol to seduce and “loosen up” a woman for sex”.

20
The National Institute on Alcohol Abuse and Alcoholism research study (2001) suggests that sexual assaults involving alcohol consumption are “more likely than other sexual assaults to occur between men and women who do not know each other well (e.g., strangers, acquaintances, or casual dates as opposed to steady dates or spouses)” (Abbey, et al. 2001). Although their research also states that, despite there frequently being a correlation between the paired occurrence of alcohol consumption and sexual assault, this does not prove that alcohol use causes sexual assault. They suggest that instead the desire to commit a sexual assault may itself encourage alcohol consumption, and therefore is done to help justify their behaviour. National statistics in America also contradict theories that alcohol is responsible for these actions, as the number of Americans claiming they have been raped has been in decline since 1979, despite increased alcohol consumption nationwide (Fahrenthold, 2006).

Hutton (2004) discusses the difference between underground spaces and mainstream clubs in the environment and safety they provide for women, considering underground spaces as somewhere women can feel empowered, comfortable and in control whilst “developing positive femininities based on a shared search for pleasure and excitement” (Hubbard, 2011, p. 139), but recognises that mainstream clubs, the nightlife sector made use of most by universities and their student unions, can provide an area dominated by men fuelled by alcohol where women are viewed as sex objects and portrays an attitude that gives a privilege to predatory masculine sexualities.

Hobbs et. Al (2000) suggest that despite changes to the mainstream nightlife culture in terms of appearance and style, it continues to consist mainly of heavy circuit drinking, vandalism and violence, presenting the researcher with a suggestion of how influential these elements of a social life can be on students that have just recently left home and became independent, often for the first time. Hubbard (2013) studied the hyper masculine performances within mainstream club scenes in his literature. He suggests that nightclubs enforce “sexualised norms of dress and body adornment and invite flirtation, innuendo, and physical contact”, leading to a prevalent appearance of harassment in the night-life mainstream space. He believes that many nightclubs and venues objectify women whilst working as service staff, in roles such as barmaids and dancers, by using them to entice male customers, finding this particularly unacceptable in spaces where women are rarely employed as DJs, managers, bouncers or promoters.
Methodology

To conduct research into the correlation between inappropriate behaviour and the female customer experience at live events and make recommendations for event managers, I will be using quantitative research and qualitative research. This chapter will explain these methods and research tools, along with the sample of participants and the philosophy behind this research.

Research Objectives

To gain an insight into the student female customer experience and the influences inappropriate behaviour of a sexual nature has on this to further indications made through critically evaluating academic literature on this topic and make recommendations to event hosts and promoters to enhance this experience and provide a safe culture in student targeted events for women.

Research Philosophy

Research philosophy refers to the source, nature and development of knowledge (Bajpai, 2011).

Participatory Action Research and the Feminist Approach

Participatory action research focuses on building a relationship between theory and practise; this involves learning about “particular practices of particular people in particular places” (McIntyre, 2007, p. 59). McIntyre (2007) also discusses the effectiveness of this research in changing social constructs. There is a relationship between feminism and action research as they share similar perceptions, including a critique of positivism, an analysis of power relations, and a respect for the knowledge of the silenced, with a commitment to creating social change and undermining authoritarian paradigm (Fernandez et al., 2010). This is the approach the researcher made use of throughout the design of research tools. This research was decided upon following a noticeable lack of research in the female customer experience, particularly within the area of sexual harassment and assault experienced by female students at live events. The tools chosen were specifically determined to ensure data was gained that could provide recommendations to event managers and the events industry, whilst also gaining an insight on the opinions of the student female customers.
Data Collection Methods

The researcher made use of a cross-sectional design in this research as this allowed her to make use of both qualitative and quantitative methods to achieve the aims of the research.

Qualitative Research

Undertaking qualitative research with an interpretive approach allowed me to identify issues from the perspective of my study participants whilst gaining a further understanding of the way they interpret certain behaviour and identifying their social and cultural norms relevant to my research question (Hennink, Bailey and Hutter, 2010). The method of qualitative research I used was focus groups of recent previous employees of a student union bar.

Qualitative research is made up of a series of cycles as discussed by Hennink et al (2010), beginning with the design cycle where the research question is developed, previous research literature is reviewed and theory is incorporated, framework is built for the study and a suitable approach is chosen. This is followed by the ethnographic cycle where the design of the research materials are developed, participants are recruited and data is collected. The final cycle is the analytic cycle; this is where the retrieved data is compared, categorised and analysed against elements from the design cycle, such as appropriate chosen theories and concepts, in order to develop a new or contribute towards an existing theory.

Quantitative Research

Quantitative research tends to “emphasize that there is a common reality on which people can agree” (Newman and Benz, 1998, p. 2). The benefits of quantitative research methods are less obvious in social sciences, although it can provide useful and insightful statistics, an element considered necessary by the researcher for her thesis. Quantitative research methods, such as questionnaires, prove necessary in studies where many people need to be studied to gather effective results.

The researcher used quantitative research to gain a scope on attitudes and experiences of a wide range of participants. As the researcher was, in part, investigating the extent of this behaviour, it was important to gain a high number of responses. Considering time constraints, it would not have been possible to achieve this amount through solely qualitative research tools.
Sampling Method

Stratified sampling was used by the researcher with three stratifying criterions, age, gender and student/ previous employment status, as only the attitudes and behaviours of female students and employees of student ran venues were necessary to achieve the research aims to suit the length of this research, although the researcher recognises that this topic would be interesting and insightful if conducted with stratified sampling inclusive of male students. Female students were chosen as the sample, as “it is clear that women are more likely to experience sexual harassment at both work and at school” (Hill and Silva, 2005), with sexual harassment, misconduct and gender violence against women being deemed as on “epidemic levels in the UK” by a Guardian investigation (Bannock et al., 2017). Participants of the online questionnaire and the focus groups had to give written consent that they were aged 18 and over, as well as confirm they are a current or previous student. A question on the questionnaire asked participants to confirm their gender, allowing the researcher to discard responses from male participants, as these are not relevant to the research. This method of sampling along with distribution channels used by the researcher allows an exhibition of a proportional representation of the research demographic, providing an opportunity for the researcher to make an accurate observation and make suggestions on how to improve the female customer experience at student targeted events for promoters, managers in the event sector.

Within the sub categories, the samples were random for the quantitative research of an online questionnaire. To ensure this, the online questionnaire was distributed by the researcher on a variety of online platforms to achieve a minimum of 70 responses.

Research Design

Questionnaire

The platforms for distribution included a variety of feminist societies pages ran by students, and on the pages of student ran campaigns against gender discrimination, from different universities to provide a national response, as well as being posted on the researchers own social media platforms. The use of online questionnaires limits the risk of researcher bias and reassures confidentiality for participants, both of which are necessary due to the potentially
emotional nature of the research, as well as allowing for a greater geographical coverage in the research (Phellas, Bloch, and Seale, 2012).

Question Types

A variety of different question types were used in the online questionnaire. It was vital for the researcher to consider the measurement in which they wanted the data before the questionnaire was conducted. Much of the questionnaire consisted of questions that would provide ordinal variables to show the extent of the participant’s feelings (Phellas, Bloch, and Seale, 2012). It was important to include many closed questions, as these questions are easiest to respond to and will maintain participant’s attention (Fowler, 2001). Open questions are used throughout the questionnaire as this gains a deeper understanding into a topic from the participants point of view. No questions required an answer, allowing participants to skip any questions not applicable to them or that they didn’t feel comfortable answering. Appendix 1 shows the full ethics application for this research and the precautions taken by the researcher to limit upset caused to participants.

Questionnaire Design

The questionnaire for this research was developed by evaluating relevant existing reports and statistics, providing the researcher with a starting point to derive their own questions. The questionnaire is available in Appendix 3. A pilot questionnaire was undertaken to highlight changes that needed to be made before the questionnaire was officially available to participants: this showed the time it took to complete was as expected and suitable, but there were numerous questions of which the structure needed to be changed.

Limitations of Questionnaires

Phellas et al (2012) discuss the disadvantages of self-completion questionnaires as used by the researcher. They highlight that there is no control over who fills out the questionnaire and that the results rely on trust on participants that access the research tool. Questionnaires also must be short with simple questions, meaning less opportunity to clarify misunderstandings. Despite the benefits of using online tools, it also means that those with poor access to the internet are unlikely to complete the questionnaire and are therefore indirectly excluded from the study. Whilst response rates for these questionnaires tend to be higher when participants have an interest in the study and therefore a motivation to complete the questionnaire, this could provide biased results.
Focus Groups

Morgan (1997, p. 2) describes focus groups as a group alternative to an interview, but one where “the reliance is on interaction within the group, based on topics that are supplied by the researcher who typically takes the role of a moderator”. The researcher chose the sample of those that worked at Lincoln SU as she is familiar with these previous employees and knew that the rapport between participants would be beneficial for data. In this multi-method research, focus groups were used to add to the data gathered through the online questionnaires and other surveys. Focus groups have historically been used to ‘give a voice’ to minority groups, such as women, as they provide a comfortable place to discuss what can usually be viewed as controversial topics (Liamputtong, 2011, p. 7), reiterating why the researcher believed this method would be more beneficial and suitable to participants of the female students focus group.

Focus Group Design

The topics for the focus group were derived from evaluating topics in existing reports of the sexism experienced by students. Originally, 8 questions were drawn up, but due to the nature of focus groups, a few of these remain unanswered. You can see a full transcription of the focus group in Appendix 2, along with the original question sheet as part of the ethics application in Appendix 1.

Limitations to Focus Groups

Due to focus groups taking place face to face, some participants may not share as much information as they would do if they were answering questions via an online method. The participants of the Student Union focus group were all friends, meaning that there was a risk of peer influence.

Ethical Considerations

The researcher provided a written briefing to participants of both qualitative and quantitative research to ensure they understand the nature of the research and that they were comfortable discussing it, as participants may find discussing previous experiences involving their safety, harassment or discrimination upsetting in a case where the experience was severe. Topics and questionnaires for both research methods were evaluated multiple times to ensure no intrusive
questions were asked that may cause distress to participants, for example, no discussion of illegal activity or prompting of dangerous topics is found in the research tools: no questions, other than the consent box, required an answer to continue. Throughout the process, the researcher reiterated the participants anonymity and confidentiality, as well as their right to withdraw their data at any point. The researcher provided details (in the form of a leaflet and 24hr phone number) of victim support services, including Victim Support and Bens, to all participants of all research, should they have found themselves upset upon completion.
Data Analysis and Discussion

Background questions

The events discussed within the research tools were not limited to those with direct correlation to a further education institution, as many different venues and events target students without any affiliates to a university. This quantitative research prompted a total of 174 responses, none of which were disregarded or appeared to be anomalies.

There are limitations on this sample; results for the years in which participants went to uni shows that participants dominantly went to, or were still at university, in the last 4 years. Whilst this makes it harder to judge how this behaviour has changed over time, it means the data is modern and reliable, highlighting current trends.

![Pie chart](image)

*Figure 1 - What kind of event did you attend most frequently during your time as a student?*

Participants were asked what event they attended most frequently during their time as a student to show what was most popular. Results showed that, by far, the most popular event attended
was club nights, with 55.75% of participants selecting this answer and less than 5 participants (3%) having not attended these events during their time as a student. This high response also suggests that overall data gained in this research in the field of club nights will be reliable and realistic.

Discussion of inappropriate behaviour

![Pie chart showing the percentage of participants who have experienced inappropriate behaviour.]

Figure 2 - During your time attending events and going out as a student, did anyone behave in an inappropriate way of a sexual nature towards you that made you feel distressed, intimidated or offended?

Question 11 asks “During your time attending events and going out as a student, did anyone behave in an inappropriate way of a sexual nature towards you that made you feel distressed, intimidated or offended?”. As the researcher was unable to discuss illegal behaviour within her research, these questions were worded in a way that would discuss similar behaviours that often lead to, or equate to, sexual harassment and violence.

Results showed that 79.19% of participants had experienced inappropriate behaviour that made them feel distressed, intimidated or offended, with 19.8% stating they hadn’t. 1.73% of
participants selected the “other” option. One additional comment stated “groping” and the other “The usual creepy men, especially in clubs”. The researcher predicted that results would show this behaviour was prominent at events, although did not expect such high statistics.

Figure 3 - Of what nature was this inappropriate behaviour?

This question showed of what nature the inappropriate behaviour was to explore if one genre was more evident. 55% of participants stated physical behaviour as most prominent, with 23.5% experiencing verbal behaviour more frequently. 20.5% selected “other” as their choice. 19 of these 24 participants specified that they had experienced both natures equally, the researcher recognising, upon reflection, that this should have been an option. 3 participants specified that they were stalked. These findings are similar to those in the NUS ‘TWSS’ (2011) report as discussed in the literature review, where their findings showed that over a third of their participants had highlighted verbal misogyny as a negative but normal part of their student lifestyle. Similarly, in the Hidden Marks (2011) report, 25% had experienced sexual assault and 12% had experienced stalking. These initial results indicate why this research is necessary, as it is evidently an element that is somewhat affecting the student event experience.

Venue comparisons

The researcher set out to investigate how safe female students felt whilst in different venues and attending different events during their time at university. Participants were asked to rank how safe they felt, generally, at each genre of events on a five-point Likert scale, 1 being completely unsafe and 5 being completely safe. They were then asked, if they had experienced
inappropriate behaviour at events as a student, what events they experienced this at and how frequently. These two data results will be analysed and compared in the theme of each event to reach necessary conclusions.

**Music Concerts and Festivals**

![Bar Chart]

Figure 4 - Mark how safe you felt at music concerts with 1 being unsafe and 5 being completely safe

The quantitative research showed that no participants felt completely unsafe when attending music festivals. This correlated with the data obtained from the question regarding how often inappropriate behaviour occurred at music concerts, as 43.57% of participants never experienced inappropriate behaviour of this nature there, 23.57% rarely and 23.56% sometimes. Only 7.14% participants said this behaviour occurred quite often with 2.14% saying it was a frequent occurrence.
Festivals had the largest demographic of participants not attending, with 23% not attending festivals throughout their time as a student. Festivals, whilst being popular amongst the demographic students typically fit into, are usually events that take place out of term time with a wide demographic of all ages, and therefore are hard to class as student targeted events. This is the reason festivals are only referenced in this research to provide a wider view of the events industry. An analysis of the results on safety at festivals are relatively balanced; only 0.5%, 1 participant, said they felt completely unsafe at festivals. The majority, 29.5%, selected 4 on the Likert scale, suggesting, along with the other selections on the Likert scales, festivals are not generally a place that female students tend to feel unsafe, despite discussion in the literature review suggesting there is a “rape problem” in the scene (Julious, 2016). This is an area the researcher believes would be beneficial to event managers if analysed in more depth, but does not hold enough relevance to this thesis.

Despite participants documenting that inappropriate behaviour that intimidated, offended or distressed them took place at music events, many did not reflect this in the elements of the research that discussed feelings of safety. 56% of participants said they had experienced this behaviour at music concerts at least once despite the majority selecting that they felt safe attending the events. Jacobs (2007) discusses this concept in a context of youth work, where
participants identify violence and danger as main characteristics of their community but still do not indicate they are feeling unsafe whilst living, working and going to school there. In this instance, Jacobs believes this is due to the youth’s sense of invincibility undermining their perception of risk. The theory of the personal fable could be applied to the research of this thesis; as stated in the literature review, for many students, university is the first time for independence and living away from home, naturally a time at which young adults can behave naively and feel invincible due to the sudden change in lifestyle. The normalisation of sexual violence could also be responsible for this as students may not recognise this behaviour as a threat, just an annoyance, in the same way that participants of the NUS report “TWSS” (2011) addressed sexual harassment as part of their university experience.

However, this could also be since music concerts and events tend to be more open with discussion on sexual violence at their events. One example of this is the Isle Of Wight festival and Bestival; David Higgins, the domestic abuse coordinator with the Isle of Wight Council, works with festivals on the island to help reduce sexual assault at outdoor concerts by having a static unit in a tent where festival goers are invited to discuss topics, selling bracelets and merchandise to raise money and spread messages such as “no means no”, and handing out leaflets (Huggins, 2016), a similar campaign to ItTakesOne (Laneway Festival Joins Camp Cope for ItTakesOne, 2017). He continues to say that there was only one incident of an “over-clothing touching” reported at the festival on the year this was implemented, but recognises that they are “unique in the U.K.” with few other festivals here having “awareness-raising program in relation to rape and serious sexual assault”. He suggests the reason for this is that festival and event organisers are reluctant to associate themselves with a program like this in fear there will be a stigma attached to their festival afterwards. Similarly, Girls Against, Defend Girls, SafeGigs4Women and Siren work for a similar cause at music concerts and in the nightlife scene, as discussed in the literature review.

Club Nights
Figure 6 - Mark how safe you felt at club nights with 1 being unsafe and 5 being completely safe

Throughout the quantitative research, there is a pattern of inappropriate behaviour at club night events. Consistently, participants indicated they felt least safe and experienced this behaviour most frequently at events held in night clubs. 7.1% of participants felt completely unsafe (1) when attending club nights; this was the highest response of 1 on the Likert scale within the discussion of how safe students felt at each event. Club nights also had the highest response of 2 (30%) and 3 (31.5%) on the Likert scale, making it evident that these events are where students feel least safe. This was documented similarly in the NUS ‘TWSS’ report (2011, p. 45-46) as discussed in the literature review; the results from their qualitative research showed that nights out were a “key component of university life” and the objectification of women in both campus based and independent social spaces, with participants associating club nights with particularly negative terms, such as “‘cattle markets’ which were often just focused on ‘preying on freshers’”.
This correlates with the amount of inappropriate behaviour participants documented within their responses. 27.5% of participants said this behaviour occurred frequently at club nights, 41% said it happened quite often and 21.5% said it happened sometimes. No other events had such a high overall response to frequently and quite often, suggesting that this behaviour is most prominent in clubs.

There is a lot of discussion in the media surrounding the idea that club hosts not only turn a blind eye to misogyny and sexism within their venues, but frequently promote ‘rape culture’, as discussed in the literature review with sexist event themes, the critical feminist theory of “sexualised sexism” (Coy, 2014) and visible sexual harassment and assault in the night club scene. Evidence of similar issues with promotional tools and attitudes are much less prominent across other genre of events discussed in this thesis, suggesting to the researcher that this representation of women is particularly a problem within this scene. When compared with the findings on this primary research, it could be suggested that this representation and objectification of women provides an atmosphere and sense of community in which inappropriate behaviour is acceptable.

**Pub/ Bar events**
Figure 8 - Mark how safe you felt at pub/bar events with 1 being unsafe and 5 being completely safe

Like the results for music concerts, most participants felt relatively safe when attending events in pubs and bars with 37% choosing 4 on the Likert scale and 22.5% selecting 5, equating to feeling completely safe. This pattern continues upon discussion of inappropriate behaviour in pubs and bars; 17% of participants never experienced this behaviour. 27% rarely had, 39% sometimes did. Only 13% said this happened quite often and 4% experienced it frequently.

Key findings

When comparing venues physically, many elements provide suggestions as to why inappropriate behaviour occurs more frequently in certain venues. Nightclubs tend to be darker than most venues, as well as habitually busy, an explanation of the earlier description “cattle markets” (NUS, 2011, p. 45-46), making it more difficult to identify individuals, potentially giving perpetrators an opportunity to harass or assault without fear of repercussions. Postmus (2013) discusses the tendency of men attacking strangers in dark places and the influence lack of consequence has on the decision and motive to rape, due to few convictions, a theory that would support these research findings.
As discussed in the literature review, there is a strong correlation between high alcohol consumption and the club scene. Franklin’s (2010) theory that men perceiving female behaviour incorrectly, obtaining greater sexual entitlement and behaving more aggressively when they are intoxicated could indicate further why this behaviour is so prominent on the club scene, as this research shows.

Statistics on inappropriate behaviour at events held in pubs and bars were surprising to the researcher considering there tends to be less security in these venues in comparison to night clubs and music venues, although the researcher recognises that these venues tend to be a light, less busy setting.

Freshers events

![Bar chart showing safety levels at freshers' events](image)

*Figure 9 - Mark how safe you felt at freshers’ events with 1 being unsafe and 5 being completely safe*

Due to fresher’s week being a short-term event that takes place across a wide range of venues, it will be examined separately to the other events. Upon analysing the first question on safety at fresher’s events, the results are balanced. However, the results for inappropriate behaviour at these events show that it is a concern. 10.5% of participants rarely experienced this behaviour, 33.1% sometimes did, 23% did quite often and 16.5% did so frequently. Considering
fresher’s week only lasts for between 1 and 3 weeks, these results suggest to the researcher that this is an area of concern to event managers.

Freshers week was discussed in the qualitative research with participants of the focus group recalling “your classic stereotypes of fresher’s week” and “a lot more sick”. Participants discussed how diverse their fresher’s week was, with a non-alcohol lead event held every day and a range of events, from music concerts to pub quizzes, taking place throughout the week. Participant 3 stated that “every student at uni will have been to something in that building in the first week, without a shadow of a doubt”. Participant 4 stated that there was “massively different behaviour” in comparison to the rest of the year, saying students tended to be shy, often sat in circles not talking very much. He continued to explain that when he first started there in 2012, students drank quite a lot, but by the time he quit in 2015, they’d be so drunk they “wouldn’t even know how to queue at a bar, let alone order a drink”.

Participant 3 highlighted that attendees were getting drunk after “a VK and a shot”, something she believes is due to a cut down in underage drinking, leading to more incidents requiring security and therefore a need for more. They had dedicated medics, a medic room, as well as several members of management that were fully trained in first aid to ensure they could take care of students that were drunk. Whilst it does not mean the victim is at fault, approximately half of all sexual assaults are associated with the perpetrators alcohol consumption, the victim’s alcohol consumption, or both (Abbey et al., 2004). Testa and Livingston (2009) theorize the nature of the alcohol-sexual victimization relationship, stating that whilst a women’s drinking “cannot be said to directly cause victimization”, the drinking setting can make a woman more vulnerable. Postmus (2013, p. 678) further argues that a perpetrator may “strategically try to have sex with a person who is already intoxicated because she’s seen as an easy target”, although reiterates that this does not equate to misuse of alcohol by the victim. Martinez Aleman and Renn (2002) also discusses these cultural biases of the man who is drinking being considered not responsible for his actions, but the woman who is drinking should have known better.

As discussed by Young-Powell and Page (2013) in the literature review, many club nights hosted fresher’s events that trivialised sexual violence. When concluded against these themes in the literature review, these results indicate to the researcher that misogynistic attitudes, along with the objectification of women, can create a culture that tolerates sexual harassment and sexual violence, allowing it to occur more frequently.
To prevent sexual harassment and assault, education needs to be provided on the topic. This could be beneficial to make use of at fresher’s events, particularly when campaigns are so prominent currently and widely available to educate students. Martinez Aleman and Renn highlight that despite there being numerous programmes that train women how to defend themselves, there are far less approaches that educate men, despite the fact this method could be far more effective.

**Reports and documentation of inappropriate behaviour**

![Bar chart showing the distribution of who reported inappropriate behaviour.](chart.jpg)

*Figure 10 - If you reported this inappropriate behaviour, who did you report it to? Select all that apply*
Upon analysing this data, there is a clear consensus that participants did not want to report this behaviour despite it making them feel uncomfortable, upset and/or distressed and being an influencing factor in how safe they felt at events. Nicoletti, Bolinger and Thomas (2009) discuss motivations for not reporting sexual assault and harassment in their literature, highlighting barriers as no proof, fear of hostile treatment, uncertainty that authorities would consider incident as serious, not knowing how to, desire to prevent family from knowing.

When participants were asked if the other person in question was removed from the venue after the incident occurred, 63.5% said no. Later in the quantitative research when participants were asked what could have been done for them to be satisfied with how the incident was handled, several indicated that removing this person from the venue would have been beneficial to their event experience.

“Having culprit removed instead of leaving myself”

“If the guy was kicked out or banned as it felt like they valued his custom over my safety”

“The culprit was removed because of other behaviour, not the way he was with me, so it would have been nice to have been heard and believed when I came forward.”

“Barred them from the club”

“If the perpetrator had been removed from the vicinity and banned from returning for at least a period.”

Figure 11 - If you did report this to the police or the venue at the time, was the other person involved in the incident removed from the situation/venue?
“Perpetrator could have been removed from the venue or at least cautioned in some way”

Figure 12 - How satisfied were you with the way the situation was dealt with?

31.5% of participants were at least somewhat satisfied with the way their complaint was handled, with 51.5% at least somewhat dissatisfied with the results of their complaint, 28.5% of which were extremely dissatisfied. The researcher believes there could be correlation between this and the 74% of participants that did not report what they experienced, as predicted in Nicoletti, Bolinger and Thomas (2009) theory. They also suggest that factors on campus that affect this decision, such as policies on drugs, potentially inhibiting a victim’s ability to report due to fears of being charged. This could be of consideration to universities; an active campaign orientated around the issue of reporting could lead to more students coming forward, allowing the matter to be dealt with more effectively and in turn reducing the stigma around reporting.

As mentioned previously, participants were asked what could have been done differently to improve how satisfied they were with how the situation was dealt with, as this can provide an indication of what staff are not doing and where improvements could be made.
As well as wanting the perpetrator to be removed from the venue, several participants wishing the security or venue staff available at the time were better trained and more understanding.

“It would have been nice to be taken seriously, rather than just 'humored'.

“Venue staff very rarely take seriously accusations of sexual assault and just laugh it off as "drunk boys acting like drunk boys", a much more serious approach could have been taken and even if they just took the situation itself more seriously instead of laughing”

“More or better trained security staff in the venue”

“A guy had been harassing me and wouldn't leave me alone and then put his hand on my knee and when I signaled to security staff for help he just winked at me”

“The police could have effectively carried out their job and dealt with the men who caused offence. Rather than the police laughing at us and saying "it's just what men do isn't it", they should've made us feel safe rather than neglected”

“Recording the incident and recording the names to see if the individual behaved similarly to anyone else.”

“They refused to call the police as the guy had already run off. Didn't offer any emotional support.”

“Bouncers doing their job by being where they were supposed to be at the time”

When asked if there were ever reports or complaints about inappropriate behaviour of a sexual nature, all participants quickly responded yes, participant 3 highlighting there were “several” of them. She continued to discuss how closely she worked with student services on student welfare;

“I worked closely with the welfare of students, understanding what students needed, and we used to communicate those issues between us to keep students in the safest place, really, because we have that duty of care. And, especially me as DPS so holding the license of the building, it came under that responsibility” (Participant 3)
The participant then described the protocol for this behaviour at the venue. This protocol was not put in place by the university or members of the student union/services, but was devised by the participant’s management team in place at the time after initially struggling with the claims. She describes that as soon as a complaint was made, she, or the manager that was on at the time, would take the person into one room and the person they highlighted into another, and both would write a statement with a witness and the manager. She would then make the judgement as the duty manager on that shift, and most the time, the person making the accusation was asked if they wanted to call the police. If yes, the police came and dealt with it. She continued;

“If it’s no, because you’ve made that accusation, I don’t think it’s appropriate that you are in this building any longer because you’re upset and not in the right place to be upset, I think it’s the best option to get you some friends to walk you home or we’ll call you a taxi. The person that’s being accused… we need to call it a night because the university needs to deal with this” (Participant 3)

The university would be sent both statements if the police were not called so they can investigate it further. She said this made the process easier; if the police were called later upon reflection, the witness statements were there to show what happened on the night.

All the participants reiterated the importance of having female venue staff, security and door staff at the venue, stating that their management team was always dominantly female. Participant 3 said they always were sure to have at least 2 members of female security staff, something participant 1 highlighted as necessary in a venue, recalling an incident at a venue in Brixton where a girl was unwell and in an “absolute state” in the bathroom, and two “big guys” came in and “just laughed at her”; “you just wouldn’t want that if it was you”. She said she had many of these experiences, socially going to a lot of gigs and clubs around the UK as she travels a lot, that influenced the way she ran the venue. Participant 3 then continued;

“If they (security company) didn’t send those females (security staff) because they called in sick or whatever, all hell would break loose on the management side of things because that was really important to us and to get that right for our duty of care to the females coming in. Why are more females nurses? Because they’re more compassionate. It’s the same with female security. Its more appropriate if a girl is lacking dignity in toilets for a female to go in and deal with that.”
Participant 4 said that having a dominantly female management team, particularly participant 1 and 3, benefited the male members of management, also. He said the male management hadn’t worked at other venues and learnt a lot on how to judge and handle a situation like this. Participant 1 responded that “a culture of being more aware of these issues and behaviours” was built, saying “I don’t think there are many people who will get to work in a team like ours”.

The researcher wonders whether, due to Jacobs (2007) theory that peers act as exemplars of healthy and unhealthy behaviours, the results on this would differ dependant on their peer’s outlook on this specific harassment and their peer’s behaviours, or lack of, of the sort. Participants that may not make a correlation between experiencing this inappropriate behaviour at events and feeling unsafe when they attend similar events in the future may spend frequent time with individuals that perform this inappropriate behaviour, therefore normalising it and not reporting. The influence of behaviour and attitude of peers could also affect who individuals feel comfortable reporting harassment or assault that they experience. Following Walsh’s (2009) theory, as discussed in the literature review, negative event experiences are often shared by individuals amongst their peers to prevent them experiencing the same discrimination or objectification in the future.

**Effects of this female customer experience on the events industry**

95% of participants that had experienced inappropriate behaviour of a sexual nature said that this at least somewhat affected their events experience, but to a range of different extents; 44.5% said this behaviour slightly affected their experience, 30% quite significantly, 14.5% drastically and 6.5% said it did so completely. The researcher wanted to investigate whether this event experience would continue to affect the participant’s opinion of the venue/event at which the incident(s) took place to gage the effect these negative experiences have on the events industry. 65% of participants said that hearing reports of these experiences have affected their opinion on a venue or specific event in the past, suggesting that inappropriate behaviour is an area that could be tackled by event managers to enhance the event experience and therefore the profits of the industry. Question 20 of the quantitative research asked to what extent the opinion on a venue or specific event would be influenced upon hearing reports of experiences of inappropriate behaviour of a sexual nature. Only 6% of participants said that this would not change their opinion of the venue or event at all. 24% said this would slightly affect their opinion, 29% quite significantly, 22% drastically and 9.5% said this would lead them to not attend the event or visit the venue again. Whilst 9.5% is a minority, it is a large proportion when
you consider that they would not revisit these events/venues. This supports the theory by Walsh (2009) that customers will share their negative experiences with peers in order to prevent them experiencing the same discrimination. If this sample was/is a correct representation for attendees nationally, this could provide an insight into influences leading to the decline in attendance at nightclubs.

Clarke-Billings (2015) discusses the sudden decline in nightclubs following results from the Association of Licensed Multiple Retailers, an organisation that represents a variety of venues, that despite there being 3,144 clubs across the UK in 2005, there are now only 1,733. She argues that many industry professionals believe this drop is “due to a rise in the number and popularity of music festivals”, although others argue this is due to the smoking ban, a lack of policing and a ‘crackdown on fun’. When analysing the data on music festivals and concerts against that of pubs/bars, club nights and freshers from this thesis, it is visible that whilst club nights are still attended more frequently by students, they feel more safe at music related events. Many campaigns have started to prevent and tackle sexual harassment at live music events, including It Takes One, Girls Against, Safe Gigs 4 Women and Siren. It Takes One is a campaign on Twitter organised by female musician Courtney Barnett to raise awareness of this problem and encouraging people to call out this behaviour at gigs. Festivals at which she was performing, including Laneway festival in Australia, interviewed her Barnett on the campaign and put a video on YouTube to give the campaign a platform whilst also recognising the benefits this would have on the festival itself by potentially reducing the amount of this behaviour (Laneway Festival Joins Camp Cope for It Takes One, 2017). Similarly, Girls Against are a group in the UK tackling sexual harassment and assault at live music events, with a key aim of working with security. Their campaign gained support from artists, publications and venues across the country. In one interview with NME, they stated that “groping at gigs is more commonplace than most people assume” and highlighted that most music venues were welcoming their presence at gigs and festivals, with many venues allowing them to sell badges and hand out general information cards to attendees to raise awareness. The researcher questions whether there could be a correlation between the implementation of these campaigns and the heightened interest/attendance in the live music events industry, and the lack of discussion on these issues at club nights and decline in night clubs. Should club nights, pubs and bars begin addressing the issue of inappropriate behaviour at their events, attendees could begin to feel more safe at these venues, creating a more welcoming atmosphere for women. This could provide a suggestion to event managers to consider the culture portrayed in these venues and evaluate what behaviour is tolerated.
Participant 3 discusses the relationship between management and societies at the venue. She stated that building and maintaining a strong relationship with the sports teams meant that a lot of problems were minimised. She recalls the rugby team “pissing in the bar, leaving a mess in the toilet, beating people up, touching girls inappropriately” and being “absolutely notorious for it” when she began working at the student’s union in 2006. Participant 1 described them as “like kids” in the way they would behave originally, but also in the way they listened to management, particularly participant 3. Participant 1 describes the starting point of their relationship:

“It had started a very difficult relationship. It was impossible to manage them at first. When we started uni they’d be getting naked on stage and grabbing girls by the hair and moving them to inappropriate places and stuff like that.”

As discussed in the literature review, the NUS ‘TWSS’ (2011) report reiterated this, identifying rugby teams as key participants for “laddish” activity. Nearly all participants of the research perceived rugby players negatively, relating behaviours from as sexist comments to normalising sexual violence to them, one interviewee recalling a time that the rugby players at her university went out dressed as “rape victims”.

DeKeserdy (1990) developed a “male peer support” model that provided explanation as to what influence peers have on sexual violence, based on a model of psychological social support. This was made up of two parts; attachments to other abusive men and resources provided by these men. This model highlighted, not only that the men who received social support for the physical or sexual abuse of women were more likely to engage in this behaviour, but also that excessive alcohol consumption and membership in a formal organisation that has a culture of supporting abuse, such as fraternities or sports teams, are more likely to commit sexual harassment and assault, indicating why this culture of inappropriate behaviour is accepted across many sports societies, particularly rugby as highlighted in qualitative research and secondary research findings.

Participant 3 described their management team’s technique as “very transparent and approachable”, explaining that “incidents would be cleared up” quickly because “the captain would bollock that person in their team”, highlighting they wouldn’t want to upset her because they’d be barred from the venue for three months.

She said the team captain would find that person, talk to them, march them to the front door where she would then reiterate how inappropriate their behaviour had been and that it wasn’t
welcome in the venue. The captain would then tell the member of the team to leave. The technique of building this rapport was used continuously throughout their time there;

“Once you kind of cracked it it meant the next year, the first week that the societies and the teams were together, they’d be brought to meet Abi and they’d be brought to meet me… They knew that they couldn’t argue with us. If one of us refused to serve, they know not to argue. They’d be told straight off and it made our lives a lot easier”.

Conclusion of findings

This analysis and discussion section highlights the large amount of inappropriate behaviour experienced by women at events integrated in their student lifestyle, making it surprising that research has lacked in this area within the events industry. As well as this, the findings provide an exemplar of the scale on which this behaviour affects the female customer experience, proving it as a large motivation not to visit certain events and venues. The findings sustain the idea, continued from the literature review, that the ‘lad culture’ phenomenon is a prominent element in the normalisation of this behaviour, and reiterates it as an area for consideration within research that particularly focuses in the student social life and nightlife events.

The management techniques by previous employees of the student union introduced in the focus group emphasises a method of relationship management that is arguably applicable to all venues. This was evidently effective when witnessed first-hand by participants, cutting down the amount of inappropriate behaviour in the venue. It is clear how beneficial maintaining female security and venue staff was to customers, as well as influential to male staff on how to handle complaints and reports of sexual harassment, and how important this was to the overall functioning of the venue. This is an element event managers could consider, as well as training programmes for staff, like the that of ‘Safe Bars’ (2017). This programme helps bar staff understand the causes of unwanted sexual aggression whilst also training them to recognise and deal with inappropriate behaviour whilst actively promoting bars that adopt their safety standards.
Conclusions and Recommendations

The researcher believes that the findings from both qualitative and quantitative research have achieved the aim and objectives of this thesis, overall suggesting that the representation and treatment of women at student targeted events can be discriminatory, with many students experiencing inappropriate behaviour that affects their overall event experience, frequently leaving them with no desire to visit similar events or venues again. Whilst research conducted was successful, the researcher recognises gaps in the research that, upon reflection, would be amended.

The researcher critically evaluated a wide range of literature based on many integral factors of this thesis, highlighting topic areas currently missing in both feminist research and events research. An examination of “lad culture” and “university culture”, alongside an analysis of reports conducted by NUS (2011) provided a basis of attitudes held by current students whilst exploring if these new cultures influenced behaviour, and the effects these behaviours had on the welfare of students.

Conducting this literature review allowed the researcher to meet the second objective of exploring influences of discrimination, harassment and assault on the female customer experience at student targeted events. This was in part achieved through the literature review where criminal behaviour, an element not addressed in primary research, was discussed, amongst other topics that provided suggestions to build on for primary research tools. Quantitative research was successfully undertaken, providing a wide range of opinions and experiences from 174 students attending different universities across the UK. The results from this research further supported the hypothesis and correlated well with data obtained from the qualitative research, as well as providing an exemplar of a student union venue that for the most part successfully handled the behaviours promoted by lad and university culture, making suggestions for event managers and promoters.

By gaining an insight of first hand student experiences, the researcher could make recommendations to event managers on how to improve the female customer experience and to maintain their duty of care over female students. These key recommendations of more effectively trained security staff, changes in relationship management between students and promoters/staff, raising awareness and open a discussion on sexual harassment and assault on
the nightclub scene and education on consent and harassment at university, particularly within freshers week, would altogether begin to tackle the behaviours of ‘lad culture’ currently witnessed in student life, potentially enhancing the female customer experience at student targeted events.

This thesis has particularly highlighted the pattern of inappropriate behaviour at night club events, supported by a great range of theories, and this is an area the researcher would like to look at in depth as she believes, after this research, that there is a culture within the nightclub scene that is heavily entwined with lad culture and the negative treatment of women. The researcher would also like to undertake similar research with a sample of solely men in order to make effective comparisons and examine the extent of the gender discrimination.

Upon reflection, there are many things the researcher would have done differently. The researcher recognised more patterns she could have developed should she have included extra questions; if participants were questioned on how much they enjoyed each event, comparisons could have been made with the number of people that experienced inappropriate behaviour at these events. It would have also been beneficial to have separate questions about how the report of inappropriate behaviour was dealt with at each event to highlight where exactly the problem with security and staff lies. This would show what improvement specifically is needed and allow more of a suggestion of what venues are best at handling this to provide recommendations to others, although this was somewhat achieved by the researcher through qualitative research of the focus group. Due to the platforms used by the researcher for quantitative research, she wanted to ensure the survey was relatively short and easy to complete to initiate a large amount of responses. Should he research be redone, the researcher would ideally like more platforms to share her research on so the length and time wouldn’t have been as much of a concern.
Appendices

Appendix 1
Appendix 2

Focus group transcription

**What involvement was there from Lincoln University within the bar, with regards to safety and procedures and safety/wellbeing of students?**

1: We were different because whilst we were a student venue, we weren’t operated under the student union initially, correct me if I’m wrong. The management team in place at the time did take, kind of, control over procedures but would liaise with other people. The student union now operate the venue, which is why we stopped working there as it caused problems. 

Me: So, did it change? Did it become a student union run bar?

1: Yeah, yeah. So now it’s run and operated by the student union. Hence why we don’t work there…

*Laughter*

Me: So, there were events at the venue?

1: Mhmm

**What was your experience of the female customer experience at the venue? Do you believe all events targeted men and women equally?**

2: The problem with our place is that there were so many different themes it changed all the time.

3: We did everything from live music, where we assessed the different demographics, so different demographics would attract different crowds, a band like Courteeners would attract anything from 16 yr old males to 47-year-old males 95% of the time. 95% of that audience would be males. That would heavily impact how we ran the venue for that night and how we put that night together. For example, we had more security and more searches on those nights which meant it would take longer to get people in. If we could, we’d open doors earlier, staff bar more appropriately, so like, more staff on the bar, more stock, etc, but then we would have events such as vintage fashion fairs. So, we’d open up the venue, there would be between 40-50 stall holders selling anything and everything

1: shoes, dresses, records

3: Yeah, and that would attract more women. It would be probably an 85% female ratio through the door.

1: And there was live sport which was always more of a male demographic.

4: I would say that in terms of the way I judged how to operate the venue, gender was a consideration, but age was one that came first. So, we’d always think about age, and then, sort of gender afterwards, but it was still something that we thought about.

2: Attendance, though, was pretty even, for the club nights

1: Student focus nights? Mmmmmm

2: I’d say there were a few more lads there than

1: Yeah I think part of that was because our big sports night was a Wednesday, which was a union night so obviously, all the sports teams, some of them had contractual agreements with sponsorship and things so they had to come to the venue, they had to. Erm, and there’s more male sports teams than female, but you would get a lot of the girls on Wednesdays. Women’s football, women’s rugby, cheerleaders.

3: But certain things would affect the girls coming, so students talk. If the rugby team weren’t going out on a Wednesday, female population in that club night would decline.

2: Considerably

1: Yeah

3: Like, by hundreds

2: Yeah

Me: Really? So with what you were saying about the sports societies, were they all gendered?

1: Not strictly, but you did kind of find that-
4: Volleyball was a really mixed one
1: Yeah, there were lots of societies that were open to all. Kayaking, tennis, badminton, all the snow sports
2: Yeah, the snow sports were really big
3: But then you would have women’s hockey, men’s hockey, mixed hockey etc.
1: But there were also female specific societies so you had FemSoc that was relatively new, established in the last few years really. Kind of, we opened in 2006 and that started in maybe 2012?
4: It only started getting big around 2014 didn’t it
1: They would do smaller events in the bar rather than the venue. A lot of smaller social events, just talking, safe space work, etc. It was open membership, anyone was welcome, but it was predominantly female. LGBT was very mixed. I’m trying to think of, like, smaller societies
3: Even things like Harry Potter society was so varied. Anime society…
4: Gaming society was mixed as well
1: They all hosted a really wide range of events so they’d have kind of club nights, masquerade balls
2: Didn’t one do a quiz in tower bars?
1: Yeah, that was ridiculously big, quizzes started to pick up quite a lot cos it was easy to organise and you could see how they made money from it. Erm, but yeah, it was really varied.

Were any fresher’s events held at the venue, and if so, was there a change in the behaviour of students at this time? In what respect?

3: Yeah. So, we’d start planning freshers’ week in June time. We used to run Sunday to the following Saturday. So, the Sunday and Sat the students arrived. So we’d have the box office would be open all week to collect freshers packs. So they were encouraged to buy wristbands. So, it was platinum gold and that would get you into either all of the events or most of the events, basically. So, we always, in terms of planning freshers week, we thought it was really important to have a good mix, so
1: I think a lot of that stemmed from the fact we went to the uni before the SU, like the engine shed and tower bars, opened and we knew what a shit freshers’ week was like, ours was awful, lets face it, for the money that you paid… It was really bad. And, I think our academic year was the last of your stereotypical, if you thought of a student union; sticky floors, pound pints, rugby lads everywhere. That was always one of our main considerations; the high expectations that students have. They expected a top 10 band to be playing in their freshers’ week. We were very acutely aware of that.
3: Yeah, we did a lot of non-alcohol lead events.
2: One a day wasn’t there?
4: Yeah
2: The roller disco
4: The venue could be open any day between the hours of 6 in the morning until 5 in the morning. It was basically a 24-hour license. We had one hour grace hour or something stupid. But other than that, if we wanted it to be open for any sports occasions or anything like that, then we could.
3: Obviously, we were really lucky because the venue was 1,600 capacity. So, in terms of door sales and counter balancing maybe a big act and pay them for that, we could get a lot of door sales and ticket sales through, so we had the money in the bank to spend money on big acts. But the tower bar also counter balanced that, that was open all day until 1am or 12 o’clock. So, in the day and stuff it was a nice environment for people to meet other people, have food, sit, chill, you know, get to know each other, wander round with your parents, collect your tickets, your wristbands, stuff like that. So, the first night we’d always have a welcome night, we used to do welcome to L, so it was fancy dress anything beginning with L, basically. So, that was kind of the first night. Then we’d roll into the Monday where we always used to do like a big act, you know, like, from Zane Lowe to Example, £30,000 acts
type of region, really expensive. So it was like £15 on the door. You paid for that. So then Tuesday, obviously that was a big night on the Monday, so we’d have like sports society during the day (fairs) and then the big quiz which was always like 550 people in one room which is just bizarre.
2: Really popular weren’t it
1: Yeah
3: In fact, that was one of the most popular and always sold out first. Wednesday was our standard student night, every Wednesday, so that Wednesday was the official launch. Thursday was just live music, so it was a relatively well known band so we had people like Kids In Glass Houses, Scouting for Girls, around the 6,000 mark, and they’d usually attract like 500-600 people. Then there was Friday. There was always a big night in town so we did something just completely off the wall which eventually actually fought off competition from town. We used to do a UV paint party.
1: The Roller disco too actually!
3: Yeah that too. And that’s obviously a non-drinks led event. Then Saturday day we had the Vintage fashion fayre and then we used to go onto like a pop punk propaganda night. Then Sunday was a bit of a day of rest, sport, football, a hangover day
*Laughter*
4: Reset the venue, stock up
3: The week was pieced together quite well in terms of…
1: It was easily structured.
3: You didn’t have to drink; you could easily find something that suited you if you didn’t drink. No matter what gender or age, even if you’re a mature student, there was something for everyone at fresher’s. I would say that every student at uni will have been to something in that building in the first week without a shadow of a doubt.
2: Plus, it was a good way for them to meet other people of societies and stuff, like the roller derby lot always went to the roller disco didn’t they
1: Yeah
2: That was a good networking place
3: And we did an international welcome didn’t we
1: Yeah that was all in the engine shed in the main venue but then we did smaller events in the smaller tower bars.
3: And we did like, a business school welcome, so like for all the different schools of education basically at the uni, the head of those departments would say right we’ve got £1,000 to spend so what can we do with it, can we watch a film, can we have food, can we have canapes, can we just have drink, so we used to work with a lot of the university kind of schools to get the students in and across and mingle with each other, get to know the tutors. Which worked well.
4: There would also be like, live sport and gimmicky small things so if we got given a box of sponsorship stuff we’d just dish it out and gimmicky little bits of fun really. It was good.
Me: It sounds like a great fresher’s week!
4: Yeah, that was the best it’s ever gonna be.
*Laughs*
Me: So during fresher’s week did you notice any changes in peoples behaviours? In comparison to those that usually came to the venue.
4: There was massively different behaviour.
1: Yeah fresher’s week is a completely different animal to the rest of the year. For us, I mean, as a management team we were relatively young, I think it’s unusual in that we were predominantly female for a good long time. There were a lot of women within the team, which when we went to visit other student union venues, that wasn’t always the case. I think that influences how we operated the venue whether we recognised it at the time or not. In terms of the behaviour it was very, very, shy all round. Just groups of people in circles not really saying anything earlier in the day and when they first went out.
2: Yeah well when you think of it was their first night out there
3: Yeah, a new city, don’t know where they are
4: Don’t know who they’re with
3: You know they feel like they must come out as a group, they haven’t gone out with their
course mates yet because Lincoln don’t start their courses until a week or two after fresher’s
week so there’s kind of that gap, you’re stuck with your house mates and if you like them
then you’re all good but if you don’t then you’re screwed really.
3: But yeah, behaviours, in terms of…
2: They used to come out in hoodies
3: Yeah, I mean,
1: You had your classic stereotypes of fresher’s week
3: In terms of drinking, they didn’t drink a lot, our bar takes were low. In terms of security
we’d always have to put on more because there’d be a lot more incidents in terms of, I
believe, the generations have changed over the years in terms of students who now come to
university or when we were working at the venue, they did rarely drink before they came to
university. A lot of people. So, because of ID’ing, licensing laws, becoming stricter, people
being able to get hold of alcohol became more difficult. So, a lot of these people were rocking
up to university, probably having a couple of drinks previously but not going on a proper
night out before they arrived because if you think, most places in town ID on the door.
Underage drinking has reduced, it happens, but its reduced from when I was 17 (2006). I was
going out at 14. It isn’t eradicated but it’s becoming less common. So, when they used to rock
up and have a VK and a shot, that would be it, that would be them drunk, basically.
1: I think as well there is a financial factor, in that when we went to uni our loan would be our
own to spend, there were a lot more bursaries and things like that available and your loans
were paid for or were significantly less than they cost now
4: Yeah
1: Whereas now people are acutely aware that they’re paying 5,6,7,8,9 grand a year, they
know they haven’t got the money to go out and get pissed to the extent that we all did.
3: The other thing in term of behaviours, we had a lot more first aid incidents, we used to
employ paramedics to do our first aid.
1: All the bar managers were first aid trained but I think we were unique in that we had a
medic
3: Yeah, we had dedicated medics basically
1: And a medic room
3: Outside fresher’s week we used to have one that covered the night and then the duty
manager and the other first aiders would help. Fresher’s week, we used to have 2 every night,
because the calls and the incidents would be far more because it is a new experience.
2: There was a lot more sick in fresher’s week
1: Yeah I think fresher’s week was when your role was most, like, important with
maintenance
2: People were a lot more drunk. Even if they hadn’t drunk as much
4: I think it dropped off over the years that I worked there in terms of people drinking. So I
think that the first year I worked there, I don’t know if it’s just because I got older, but it felt
like students were drinking more and by the final one I did, they wouldn’t even know how to
queue at a bar, let alone order a drink, and they would just have one drink and then go home.
Just because when they’re paying £9,000 it changes from going to university just to get drunk
and have fun and turns into going because you want to learn.
3: To put it in monetary perspective, when me and Steph started working on the bars, because
we started on the bars and then progressed to management, when we were working on the
bars, the Wednesday club night which was the student club night, the spend per head would
be about 9.50 a head. When we got towards the end, so like, 7 years later, the spend per head
dropped to about 3.70 a head
2: Did it?!
1 and 3: Yeah
3: Such a huge drop in terms of what people were purchasing over the bar. People were
always pre-loading, pre-drinking, coming out drunk like you said. So, we had to do several
things in terms of getting people in earlier. So, like staggering the door price so if you came in
before 11 it would be £1 after 12 it would be £6, you know, trying to get them in earlier to increase that spend per head because otherwise we’d have an empty venue until 12 and then people would come out for an hour, have a great time, and then home again. So, there’s a number of things that we had to change because pre drinking and buying cheap drinks in the supermarket really affected things. Not just us as a student union, it affected absolutely everybody in the city, and in most cities, I imagine.

1: There was also the geographical location of the city. There’s so many accommodation blocks within walking distance so whereas maybe in Cardiff you’d say we’ll have drinks at the flat and be ready by this time and book a taxi in advance, they didn’t have to do that, so they could stay drinking. There was one block that literally overlooked the queue for the engine shed so people would be drinking in the flats and go “It’s starting to get busy maybe we should go”, and they could time it.

4: Yeah, well when me and George started uni we would leave the flat around half 10, by second and third year we weren’t leaving until gone half 12.

2: I think everything’s changed, though. That’s just now common.

3: It is the way it’s done now. But obviously, me and Steph are quite a bit older than George and Gio, but when you hit 28/29/30, we’d quite happily go into town at 8 and have nice cocktails and go home at half 1 rather than rolling about until 4am.

1: I think that was another impact, the demographic of students in Lincoln changed, so traditionally there were a lot of relatively local students, Cambridge was maybe the furthest that there was a big group from. Lots of them from Sheffield. Whereas now there’s a lot of international students where obviously drinking culture is already very, very different anyway. The home students would go home every weekend so they’d save their money in the week to go home and have a big night out with all their friends that they grew up with which I never understood, the international students were here all the time, so we had to kind of look at other avenues to attract and exploit food service or different kinds of drinking so the international student’s societies asked us to put on a beer festival because lots of them were European. So, lots of things like that we had to explore and consider.

3: So, when we started university, to give you an idea, I’d say when I started, only 2% or so were international students. By the time we finished about 35% were international students. And that’s because they’re from wealthy countries, the people that come to university here can get the money from their parents to pay their fees upfront in cash kind of thing. So the university really wanted the international students because they wanted that money upfront.

2: And they never had acceptable ID’s either. But yeah, we fitted a lot of our stock to suit the students.

4: People wanted proper brands like Smirnoff and coke rather than Pepsi and cheap vodka.

2: Yeah, that’s why people got the hangovers from Superbull, because you’d have the cheap stuff. If you came to us, you felt better in the morning.

Me: So, when you noticed things like that, could you make those changes yourselves? Or, as management, could you make the decisions.

1: It was our decision what we stocked but we worked within the NUS, so sometimes we had to run it through them. We had to stock certain brands because of NESTLE.

Were there any events or themes that took place and caused controversy?

1: Yes.

2: They’ve had a recent one

4: Yeah but we weren’t there. But still. They had a Mexican fiesta student night on the Wednesday but I can’t remember what they actually called it.

2: It was pretty racist

1: Yeah they got called out for quite a lot of cultural appropriation and flat out racism. Whilst we were there, slave auctions and things like that

2: The rugby auctions!

1: Dapper laughs! He was obviously controversial. There was a lot of back lash but because it was before things kicked off, he still performed. Ah, when everyone came dressed up as
Jimmy Saville and we had to issue a “you need to rethink your Halloween costumes” statement.
2: Yeah, we had a thing of don’t bother coming dressed up as Jimmy Saville or you won’t be allowed in. So just don’t be a twat.
3: None of them were allowed in when they first did and a while after that and us issuing the statement no one turned up in it again.
1: Like I said earlier, we tried our best to be very transparent and approachable. Sports teams, in particular, we let a lot of the societies use the spaces to practise or rehearse, like drama societies and that kind of stuff. Most of them were friends with at least one of us on Facebook. Because we had that relationship it meant that at least one of us would know the captain of the rugby team and things like that, we minimised a lot of the problems. They knew we wouldn’t take their shit. They knew if they turned up dressed as Jimmy Saville they’d get an earful from Abbi and get told to go home and get changed, so they just didn’t really do it in the end, but we worked really hard to build those relationships up.
3: Towards the end the relationship… You know, the rugby society, people were pissing in the bar, leaving a mess in the toilet, beating people up, touching girls inappropriately, they were absolutely notorious for it. And, to be honest, it got to the point where you could see them coming from town all the way from town, over the bridge, coming up to the venue chanting and chanting and going nuts and it got to the point where if their behaviour was inappropriate in town, I used to line them all up outside the front of the engine shed and literally stand them there in the cold, make them do 20 press ups, apologise, and then go to the back of the queue and then we’d maybe let them in after deciding whether they were going to be appropriate and it got to the point where you’d hear them leave town and they’d get just before you could see them and they’d all be absolutely on their best behaviour.
1: They were like kids!
3: They were like children, yeah. They wouldn’t come in without speaking to me, they’d be like oh we need to speak to Abi to show her we’re going to behave.
1: It used to be a real pain for me as well because they’d come into Tower Bars, it used to be, they’d traditionally arrive quite late. The rugby society as a case study is really interesting because they’re... well yeah. But I’d be trying to cash up and get a head start and I’d get a radio call asking for me because some of the team would be asking “where’s Steph where’s Steph”, but it was important to keep that relationship because them knowing that we knew who they were, where they lived, what course they did, where they were meant to be first thing Thursday morning meant that we didn’t have problems with them, whereas it had started a very difficult relationship. It was impossible to manage them at first. When we started uni they’d be getting naked on stage and grabbing girls by the hair and moving them to inappropriate places and stuff like that.
3: It got to the point where if there was an incident in the venue with a member of the rugby team, and it was easy to see if it was a member of the rugby team because they’d always be wearing matching outfits and stuff so you could spot them a mile off, you don’t find the person that’s causing the problem, you find the captain. Captain speaks to me, and then goes and deals with it. And I’ll tell you what, incidents would be cleared up like that because the captain would bollock that person in their team because they took responsibility for it, the captain didn’t want to upset me because that meant a rugby team ban for three months, the captain would go find that person, march them to the front door, I’d give them a second bollocking and then the rugby captain would go “goodbye” and literally ask them to leave, wouldn’t they, it was literally…
4: It became much easier for us to manage them internally
3: It was an absolute breeze
1: All of that meant no fights, no radio for security which meant that they could deal with other issues that were coming up, and yeah, building that rapport, it was hard work but it was completely worth it. And once you kind of cracked it it meant the next year, the first week that the societies and the teams were together, they’d be brought to meet Abi and they’d be brought to meet me… They knew that they couldn’t argue with us. If one of us refused to serve, they know not to argue. They’d be told straight off and it made our lives a lot easier.
3: When we were at university, the night club next to us had terrorists and soldiers. We were very on it in terms of what’s appropriate and we were quite over sensitive because there was an incident that happened at the engine shed that basically put us all on top alert. A guy died, basically, at the venue.

1: We came under close scrutiny. The context of the university within the city put us in an awkward position. The university is relatively new, Lincoln, its demographic is very agricultural, old school, white, male, your typical people who don’t like the idea of students. There was quite a bit of local’s vs students. Then the engine shed became the olive branch between the two... It meant that Lincoln got gigs on rather than having to go to Sheffield like usual. Cheaper drinks... Locals started getting on board with the idea of students because they could see the benefits from the SU. And then this incident happened...

Me: Was it a customer that died?

1: Yeah, I’ll send you a link to the article, but yeah basically a customer died, it wasn’t anybody’s fault, it wasn’t a student, it was somebody visiting. But it put a spotlight on the venue and then other things happened across the city that reinforced it. We were in an awkward position because we needed the locals during the time that students were at home on holidays.

3: Me and Steph worked on a project to try and rent out all the rooms for different occasions. We did birthdays, conferences, meetings, weddings, award ceremonies, you name it, we did it. We used to have the NHS in to do the give blood stuff. We needed to make profit out of term to benefit students when they were here. It would go back into the university. A lot of people moaned about it but all the money we make is paying for printers in the library...

Things like that.

1: As part of that we started the charter. It said what all our customers could expect from us, um, and we asked them for feedback whether they were students or locals or whatever. We wanted feedback from them.

**Have you ever had reports or complaints about inappropriate behaviour of a sexual nature, and if so, what action (if any) have you or did you take?**

1: Yeah

4: Yeah there was

3: Yeah, there was several them. We worked closely with the student services because we were part of the university. I did. For several years, I worked closely with the welfare of students, understanding what students needed, if there were any students with certain issues and things and we used to communicate those issues between us to keep students in the safest place, really, because we have that duty of care. And, especially me as DPS so holding the license of the building, it came under that responsibility. So, there were a couple of incidents that happened of “that guy put his hand up my skirt” or “that guys touched my boob” or “that guys come onto me a bit too strong” and at first we found it quite difficult to deal with because at the end of the day it’s a sexual harassment claim. So how do we deal with that being part of the university, do we call the police, do we not, do they, so in the end we developed a procedure to make it easier. If someone claimed that, because you aren’t guilty until its proven, so say if you came to me and said to me that guy has touched me inappropriately. I’d take you into one room, my head of security would take the person that you highlighted into another room, you would write a statement with me and a witness, and that other person would write a statement with a witness. Those two bits of paper would be basically read and I would make a judgement as the duty manager on that shift. So, 9/10, regardless of what the situation was and what the accusation was, it’s the person that’s making the accusation, it would be “do you want to call the police?” yes or no. If its yes, the police come and they deal with it. If it’s no, because you’ve made that accusation, I don’t think it’s appropriate that you are in this building any longer because you are really upset and not in the right place to be upset, I think it’s the best option to get you some friends to walk you home or we’ll call you a taxi. The person that’s being accused, I think we need to call it a night because the university basically needs to deal with this. So them two forms/statements,
if the police aren’t called, then go to the university and the university look into it and investigate it further. If the police aren’t called but are later called, we then have the witness statements to do you know what, this is what happened on the night. So, she had three bottles of wine, he had one, but this is an accurate account of what happened on that night. So we developed this policy to cover all bases in terms of what happened in the here and now, what happens in a week’s time if the person that is accusing changes their mind of wanting to speak to the police and decide they want to do something about it, but we also have statements for when the police come, and if that male or female says they want to change their statement, we still have what they said immediately. It worked an absolute treat to be fair, didn’t it, because people knew we were documenting everything, I think it made people more honest. They realised it was an official document.

1: I think as well it was a bit of an unusual venue in that there was a lot of female management, we had made a conscious effort to have female door staff available, which doesn’t happen all the time as much as I think it should.

3: Yeah, there was always 2 at least wasn’t there. You know, females pass out in the toilets, do you want a man jumping over…. Not really

1: Exactly

4: I think again it was another benefit of us investing in more money and quality to make sure we had a good security team. We didn’t skimp on that, either, that cost us a fortune.

1: We took a lot from our personal experiences as well, I mean, I socially go to a lot of gigs, clubs, I travel around a lot, I go to a lot of different venues and I remember in Brixton, a fight kicked off and it was the same security company that we used at work and they just didn’t handle it very well at all. I ended up having to go and, well I knew where head door man would be, so I went and found him and told him his staff weren’t dealing with this. The same night there was a girl in an absolute state in the toilet, I mean really unwell, and her friends were trying to look after her but they were in way over their head. Erm, and when the security guys came in it was basically two big guys who just laughed at her. I was like, you wouldn’t want that if that was you. I think experiences like that influenced the effort that we put in.

3: We always insisted on those 2 female members of security staff. It was what we argued with the security company about most. You know, if it was a 2-person job then yeah, fine, have 2 males, because there was always a female manager on between me and Steph, but if it was five and more security there needed to be at least one or two female security members basically. So, if they didn’t send those females because they called in sick or whatever, all hell would break loose on the management side of things because that was really important to us and to get that right for our duty of care to the females coming in, really, because they would have, you know, why are more females nurses, because they’re more compassionate. It’s the same with female security. Its more appropriate if a girl is lacking dignity and in toilets for a female to go in and deal with that.

1: I think as well if there were incidents, people would feel more uncomfortable if they had to talk to a male member of security and there wasn’t an option to speak to a female. Thinking about, you know, if someone’s been inappropriately touched and a sexual harassment/assault has occurred, they’d be more inclined to come and speak to us about it than if it was a male manager or male door staff, all that kind of thing, so we made a conscious effort to make everybody approachable.

4: Another thing is that a lot of the male management that worked there hadn’t worked in other nightclubs across the city or other venues across the country, we went into the engine shed as new staff, and we had learnt a lot from Abbi and Steph and the female managers and how to actually manage shifts and how to judge the situation that we’ve spoken about so when it came to an unfortunate situation where Steph and Abbi weren’t available, when the lads had to deal with it I think they handled it different to how most men would in other venues as well. The way we handled things was different because of them, just having the due diligence in place. So, if we were dealing with a situation we could just grab one of the female members of bar staff, even if it wasn’t like they were working, we could get their advice on how to handle the situation. They kind of taught us how to handle it.
1: I think we built up a culture of being slightly more aware of these issues and behaviours. I think traditionally bar work can be seen as either a very lad environment or pretty girls there to bat their eyelids and get tips kind of thing. We weren’t about that at all and we worked really hard to work against that, you know, tips were all collective, everyone chipped in, you could still flirt to get tips if you wanted to but because it was all shared it didn’t matter. And the guys were flirting to get tips just as much as the girls. Because we didn’t tolerate the lad culture because me and Abi would tear them down if they tried, and it meant, I dunno, I think we were a very unusual. But definitely in a good way. I don’t think there are many people who will get to work in a team like ours was. And that’s a shame because it was great.
Appendix 3

Default Report

The female student customer experience at live events

April 20th 2017, 10:23 am MDT

Q28 - An investigation into the correlation between the treatment and representation of women and their customer experience when attending events during their time at university. This project has received the approval of Cardiff School of Managements’ Ethics Committee, Cardiff Metropolitan University. I understand that my participation in this project will involve completing a questionnaire about the influences of incidents of discrimination and harassment which are often considered minor and tend not to be classed as criminal offences, (such as touching inappropriately or inappropriate comments), on the female customer experience at student targeted events. I understand that participation in this study is entirely voluntary and that I can withdraw from the study at any time without giving a reason or I can discuss my concerns with the researcher Grace Richards (G.Richards8@outlook.cardiffmet.ac.uk). I understand that any identifying information provided by me will be held confidentially, such that only the researcher (Grace Richards) can trace this information back to me individually. I understand that my data will be stored on password protected computers, anonymised after completion of the survey and that no one will be able to trace my information back to me. The raw data will be retained for five years when it will be deleted/destroyed. If you are 18 years of age or over, understand the statement above and freely consent to participate in this study, please tick the consent box to proceed.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consent Box</td>
<td>100.00%</td>
<td>174</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Q1 - 1. What year were you born in?

1975 – 1
1980 – 1
1986 – 1
1987 – 1
1988 – 2
1989 – 2
1990 – 1
1991 – 7
1992 – 13
1993 – 17
1994 – 23
1995 – 42
1996 – 33
1997 – 18
1998 – 11

Q2 - 2. What year did you start university?

1976 – 1
1996 – 1
1999 – 1
2004 – 1
2006 – 1
2007 – 2
2008 – 1
2009 – 5
2010 – 3
2011 – 14
2012 – 14
2013 – 43
2014 – 45
2015 – 22
2016 – 20

Q3 - 3. Please select your gender

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>1.15%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>98.28%</td>
<td>171</td>
</tr>
<tr>
<td>3</td>
<td>Other</td>
<td>0.57%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Q4 - 4. How long were you or will you be a student for?

1 year – 5
2 years – 4
3 years – 94
4 years – 53
5 years – 13
6 years – 2
7 years – 1
8 years – 2

Q5 - 5. What kind of event did you attend most frequently during your time as a student?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Festivals</td>
<td>1.15%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Music Concerts</td>
<td>20.11%</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Club Nights</td>
<td>55.75%</td>
<td>97</td>
</tr>
<tr>
<td>4</td>
<td>Society Events</td>
<td>9.20%</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Events in Pubs/ Bars</td>
<td>12.64%</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>Other (please specify)</td>
<td>1.15%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Other (please specify)

N/A

Raves

Q6 - 6. Mark on the scale how safe you felt when attending music concerts during your time as a student, with 1 being unsafe and 5 being most safe

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>6.32%</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>18.39%</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>41.95%</td>
<td>73</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>20.69%</td>
<td>36</td>
</tr>
<tr>
<td>6</td>
<td>Didn't attend</td>
<td>12.64%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Q7 - 7. Mark on the scale how safe you felt when attending festivals during your time as a student, with 1 being unsafe and 5 being most safe
<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>0.57%</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>8.05%</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>26.44%</td>
<td>46</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>29.31%</td>
<td>51</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>12.64%</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>Didn't attend</td>
<td>22.99%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Q8 - 8. Mark on the scale how safe you felt when attending club nights during your time as a student, with 1 being unsafe and 5 being most safe

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>7.47%</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>29.89%</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>31.61%</td>
<td>55</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>15.52%</td>
<td>27</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>12.64%</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>Didn't attend</td>
<td>2.87%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>

Q9 - 9. Mark on the scale how safe you felt when attending pub/bar events during your time as a student, with 1 being unsafe and 5 being most safe

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1.72%</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>9.20%</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>27.01%</td>
<td>47</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>36.78%</td>
<td>64</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>22.41%</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>Didn't attend</td>
<td>2.87%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>
Q10 - 10. Mark on the scale how safe you felt when attending freshers events during your time as a student, with 1 being unsafe and 5 being most safe

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>5.17%</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>21.26%</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>21.26%</td>
<td>37</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>24.14%</td>
<td>42</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>17.24%</td>
<td>30</td>
</tr>
<tr>
<td>6</td>
<td>Didn't attend</td>
<td>10.92%</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>174</td>
</tr>
</tbody>
</table>
Q12 - 11. During your time attending events and going out as a student, did anyone behave in an inappropriate way of a sexual nature towards you that made you feel distressed, intimidated or offend?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>79.19%</td>
<td>137</td>
</tr>
<tr>
<td>2</td>
<td>No - if no, please skip to question 19</td>
<td>19.08%</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Other (please provide details)</td>
<td>1.73%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>173</td>
</tr>
</tbody>
</table>

Other (please provide details)

Other (please provide details)

Groping

The usual creepy men especially in clubs

Q13 - 12. If yes - How often did this occur throughout your time as a student at these different events? At Music Concerts

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Never</td>
<td>43.57%</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Rarely</td>
<td>23.57%</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Sometimes</td>
<td>23.57%</td>
<td>33</td>
</tr>
<tr>
<td>4</td>
<td>Quite Often</td>
<td>7.14%</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Frequently</td>
<td>2.14%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>140</td>
</tr>
</tbody>
</table>

Q14 - At Club Nights

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Never</td>
<td>4.26%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Rarely</td>
<td>5.67%</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Sometimes</td>
<td>21.28%</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>Quite Often</td>
<td>41.13%</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>Answer</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>---</td>
<td>--------------</td>
<td>------------</td>
<td>-------</td>
</tr>
<tr>
<td>5</td>
<td>Frequently</td>
<td>27.66%</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>141</strong></td>
</tr>
</tbody>
</table>

**Q15 - At events in pubs/bars**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Never</td>
<td>17.02%</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Rarely</td>
<td>26.95%</td>
<td>38</td>
</tr>
<tr>
<td>3</td>
<td>Sometimes</td>
<td>39.01%</td>
<td>55</td>
</tr>
<tr>
<td>4</td>
<td>Quite Often</td>
<td>12.77%</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Frequently</td>
<td>4.26%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>141</strong></td>
</tr>
</tbody>
</table>

**Q16 - At Freshers events**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Never</td>
<td>17.27%</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Rarely</td>
<td>10.07%</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Sometimes</td>
<td>33.09%</td>
<td>46</td>
</tr>
<tr>
<td>4</td>
<td>Quite Often</td>
<td>23.02%</td>
<td>32</td>
</tr>
<tr>
<td>5</td>
<td>Frequently</td>
<td>16.55%</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>139</strong></td>
</tr>
</tbody>
</table>

**Q17 - 13. If you reported this, who did you report it to? Select all that apply**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I did not report this - please skip to question 17</td>
<td>81.16%</td>
<td>112</td>
</tr>
<tr>
<td>2</td>
<td>To the police</td>
<td>3.62%</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>To my university</td>
<td>2.17%</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>To the venue staff at the time</td>
<td>16.67%</td>
<td>23</td>
</tr>
<tr>
<td>5</td>
<td>Contacted the venue afterwards</td>
<td>2.17%</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>To a charity</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Other (please specify)</td>
<td>3.62%</td>
<td>5</td>
</tr>
</tbody>
</table>
Other (please specify)

Other (please specify)

Friends, family and event staff

retaliated to the attacker in most cases

Friends

I punched the man who touched me up in the face then security took him out

**Q18 - 14. If you did report this to the police or the venue staff at the time, was the other person involved in the incident removed from the situation/venue?**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>24.24%</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>63.64%</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Can’t remember/ rather not say</td>
<td>12.12%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>33</td>
</tr>
</tbody>
</table>

**Q19 - 15. How satisfied were you with the way the situation was dealt with?**

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Extremely satisfied</td>
<td>5.71%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Moderately satisfied</td>
<td>5.71%</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Slightly satisfied</td>
<td>20.00%</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Neither satisfied nor dissatisfied</td>
<td>17.14%</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Slightly dissatisfied</td>
<td>8.57%</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Moderately dissatisfied</td>
<td>14.29%</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Extremely dissatisfied</td>
<td>28.57%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>35</td>
</tr>
</tbody>
</table>

**Q20 - 16. What could have been done differently to improve how satisfied you were with the way the situation was dealt with? Please enter n/a if you are unsure or were satisfied**
16. What could have been done differently to improve how satisfied you were...

| It would have been nice to be taken seriously, rather than just 'humoured'. |
| Having culprit removed instead of leaving myself |
| The culprit was removed because of other behaviour, not the way he was with me, so it would have been nice to have been heard and believed when I came forward. |
| Recording the incident and recording the names to see if the individual behaved similarly to anyone else. |
| If the guy was kicked out or banned as it felt like they valued his custom over my safety |
| They refused to call the police as the guy had already run off. Didn't offer any emotional support. |
| Venue staff very rarely take seriously accusations of sexual assault and just laugh it off as "drunk boys acting like drunk boys", a much more serious approach could have been taken and even if they just took the situation itself more seriously instead of laughing. |
| More or better trained security staff in the venue |
| A guy had been harassing me and wouldn't leave me alone and then put his hand on my knee and when I signalled to security staff for help he just winked at me |
| The police could have effectively carried out their job and dealt with the men who caused offence. Rather than the police laughing at us and saying "it's just what men do isn't it", they should've made us feel safe rather than neglected |
| If the perpetrator had been removed from the vicinity and banned from returning for at least a period of time. |
| Bouncers doing their job by being where they were supposed to be at the time |
| Barred them from the club |
| Could have been dealt with at the time. |
| Perpetrator could have been removed from the venue or at least cautioned in some way |
| I should have informed my university |
Q21 - 17. Of what nature was the inappropriate behaviour?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Verbal</td>
<td>23.73%</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Physical</td>
<td>55.08%</td>
<td>65</td>
</tr>
<tr>
<td>3</td>
<td>Other (please specify)</td>
<td>20.34%</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>Rather not say</td>
<td>0.85%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>118</td>
</tr>
</tbody>
</table>

Q21 Other (please specify)

- Both
- Both
- Both verbal and physical
- Both
- Both, but more frequently it was physical
- Both physical and verbal
- Both
- Stalking, both online and in person
- Both verbal and physical
- Both verbal and physical
- Constant creeping around etc
- Following around
- Both
- Verbal and physical
- Both
- Both but mostly verbal
- Verbal and physical
- both verbal and physical
- both
- tapped on shoulder and asked for phone number
Both verbal & physical

Both (verbal and physical)

Both

Q22 - 18. To what extent did this incident influence your event experience? Provide additional notes if necessary

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Not at all</td>
<td>5.04%</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Slightly</td>
<td>44.54%</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>Quite significantly</td>
<td>29.41%</td>
<td>35</td>
</tr>
<tr>
<td>4</td>
<td>Drastically</td>
<td>14.29%</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>Completely</td>
<td>6.72%</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>119</td>
</tr>
</tbody>
</table>

Slightly - comments

Slightly

Puts me in a bad mood if i’ve been harassed

It made me never feel safe around people I didn't know. I never felt like I could trust male security staff to ever put my safety as a priority over another person's good time

More based on me as a person not letting it affect you but having someone that u cheated you against your own choice (button grabbing etc) is going to put a dampen on any positive vibes

It annoyed me but eventually I got used to it and was determined to enjoy the events and my uni experience despite it

it made me more wary and more aggressive when it did occur

There is always the possibility on nights out that one of the girls in our friend group would be harassed in some way

Made me more aware of sexual assault at events during my time at university and resulted in me taking extra precautions whilst attending events

makes you uncomfortable

makes me feel uncomfortable now when attending events

Put me off returning to this venue

It makes me quite wary when it happens but it is also almost expected so you kind of just get used to it

Try to avoid going out with the person who was involved.

I remember the good memories of the event separately to the unwanted behaviour.
Affected me more in hindsight than at the time
Felt uncomfortable and wary for rest of night

Quite significantly - comments

Quite significantly

Was annoying and I strongly disliked it but would still go out

It made me feel self-conscious and uncomfortable.
Became very wary when men were passing close behind in clubs, felt constantly on edge as if something might happen at any time
It affected the way I behaved and how I felt at future events in a negative way. For example after being touched inappropriately against my consent at a club night I felt unsafe at future similar events.
Felt really uncomfortable the rest of the night
Made me feel uncomfortable, angry and want to leave
Generally went home after it happened
I left super early
After someone has even slightly touched you inappropriately, it ruins the mood for the rest of the evening and you feel much more unsafe
It made me reluctant to be sociable
It left me feeling super angry and objectified and the fact that my flatmates thought the guy was okay to act the way he did made me angrier that it is so socially acceptable for men to behave like thag

Drastically - comments

Drastically

I stopped attending some events
Wanted to leave
actively avoid clubs now due to creepy men
No longer go out as much, the potential distress (even just worrying about it happening, not just when it happens) outweighs the benefits of going out
I only remember the incident not the gig.
It made me angry, I had to cut my night short and went home. I felt horrendous afterwards.
I had a terrible night and don't go to those events anymore.
I don't really feel like going on night outs anymore

Completely - comments
Completely

I went home a few times because of it

I didn't feel safe at an event that I had gone to for years. I couldn't be alone for fear of it happening again.

I could not enter the venue again for a significant amount of time

I left the venue and have never returned due to lack of confidence in the venues security staff

We ended up going back to our flat and reporting such an incident to the police

Guy put his hand up my dress whilst I stood at the bar, left immediately

Q23 - 19. Who would you go to for support in a scenario where you have experienced inappropriate behaviour of a sexual nature in a manner that made you feel distressed, intimidated or offended at an event?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venue staff</td>
<td>16.47%</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Family/ friends</td>
<td>71.18%</td>
<td>121</td>
</tr>
<tr>
<td>3</td>
<td>Student Services at University</td>
<td>10.00%</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Other (please specify)</td>
<td>2.35%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>170</td>
</tr>
</tbody>
</table>

Other (please specify)

Other (please specify)

Occurs far too frequently to bother reporting unless it was very serious

I wouldn't - the stigma surrounding this makes me feel as though it would be treated as someone just being drunk and I would be told nothing can be done

friends

Boyfriend
Q24 - 20. To what extent would your opinion on a venue or specific event be influenced by hearing reports of experiences of inappropriate behaviour of a sexual nature?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Not at all</td>
<td>5.88%</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Slightly</td>
<td>24.12%</td>
<td>41</td>
</tr>
<tr>
<td>3</td>
<td>Quite Significantly</td>
<td>38.82%</td>
<td>66</td>
</tr>
<tr>
<td>4</td>
<td>Drastically</td>
<td>21.76%</td>
<td>37</td>
</tr>
<tr>
<td>5</td>
<td>Wouldn't attend event/ visit venue again</td>
<td>9.41%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>170</td>
</tr>
</tbody>
</table>

Q25 - 21. Have these experiences or reports of these experiences affected your opinions on venues or specific events in the past?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>64.71%</td>
<td>110</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>35.29%</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>170</td>
</tr>
</tbody>
</table>

Q26 - 22. Do you believe that during your time as a university student, the quality of an event you attended was affected because of your gender? Please provide notes if you feel necessary

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Frequently</td>
<td>22.94%</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Sometimes</td>
<td>42.35%</td>
<td>72</td>
</tr>
<tr>
<td>3</td>
<td>Rarely</td>
<td>20.59%</td>
<td>35</td>
</tr>
<tr>
<td>4</td>
<td>Never</td>
<td>14.12%</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>170</td>
</tr>
</tbody>
</table>

Frequently - comments
Frequently

Sexist door staff. Treated differently.
From being seen as a 'fan girl' to 'no clip in the pit' and to being 'babysat' in male dominated environments, and completely different experience from my male friends at the same event.
The club night themes, primarily at student unions are male centric and often misogynistic, i.e. traffic light parties etc

Almost always you are treated differently because your gender

Woman were definitely not made to feel safe

Feeling unsafe or harrassed by men on nights out affected how I would enjoy a night

Sometimes - comments

Sometimes

Freshers week events were predatory towards women.

At certain events I felt viewed differently as a female student nurse. The title nurse comes with some sort of sexual objectification and I often found when I told people this I was always approached in a more sexual manner.

Creepy guys made it less fun

Some places will have a reputation for being "sleazy" but frankly you'll get groped/ spoken to nearly everywhere

I feel like there is less freedom for going about by yourself at an event, there is always that underlying sense of the need to stick with your friend group at all times, even when going to the loo

Schoolies events when boys would make inappropriate comments about you being a naughty school girl

Sometimes aware that I was female and guys would look at me like a piece of meat - would avoid that night at a club.

I suppose if you're a girl you are always a bit more cautious of who you're with and where you are.

Have to be a lot more careful with drinks, getting to and from event, etc

Sometimes as a gay female who dresses quite clearly as a gay person I sometimes felt like I was thought of as a novelty and that bar tenders would ignore me and go to the "hot" girls before me

I still enjoyed events, it just made me enjoy the night slightly less.

Males feel like when they see females = entitled to spend nights trying to take them home

Rarely - comments

Rarely

Only if someone ruined it with their behaviour

Never - comments

Never

I felt like I was treated the same as anyone else.
Although, I have left events earlier than I want to so that I have somebody to leave the venue with me as I don't always feel safe finding a taxi alone.

**Q27 - 23. Do you have any suggestions of improvements that could be made by venues/promoters/event managers to improve the experience of female customers?**

23. Do you have any suggestions of improvements that could be made by venue...

- More training for staff and people to be taken seriously.
- Mandatory education of what is appropriate, especially for freshers
- Be more vigilant
  - Train members of staff to be more professional when on duty. Flirting with customers when you're on duty is not appropriate.
  - An increased security over all customers, especially over drinks being drugged. Possibly just having staff keep a closer eye on people's behaviour.
  - More staff to report to & advertising to make more socially unacceptable
- Security that look out for women getting harrassed not just being on the door
  - Employ more women who are feminists of an intersectional nature and let them co-ordinate security. Ensure to act swiftly and quickly when sexual assault is being done and punish the men doing it harshly. Also, believe survivors.
  - It would be nice if staff had to attend mandatory safety training on rape/sexual assault victims. Honestly, I would have just liked to feel that they were protecting me, rather than prioritising deescalation or trying to convince me to admit it was all in jest, rather than assault.
- Training on the subject is always beneficial
  - Difficult when I wouldn't report it personally to judge any venues actions on the situation.
  - Toilet posters offering advice what to do if being sexually harassed
  - Actually employ female promoters and staff to create nights which cater to women.
- More staff that care about the wellbeing or incidents that occurs. I find that if I did report it then nothing was done and it was treated very casually in the manner of "boys will be boys!" "Drunk people do things they don't mean anything by it" and it wasn't very fair. I think there needs to be more staff watching out for people or even a way to tell bar staff you feel unsafe, for example the 'angel shot code' that's used In London bars.
- Security to actually pay attention when girls report issues, especially when related to specific individuals
  - More female staff to approach should an incident happen. Male security staff can be intimidating and often laugh off reports of such behaviour where I feel a female would relate better and hence take the experience more seriously.
- large signs outlining what isn't allowed, a culture that is less strictly 'boys v girls' gendered
- Boys could one day learn girls are not property and they are not entitled to them through advertising and being pulled up for inappropriate behaviour by staff
- More respect
- Have procedures in place, such as trained staff and protocol to deal with unwanted advances/inappropriate behaviour. Highlighting that bar staff and promoters are happy to help if you feel uncomfortable, alongside bouncers, to facilitate women coming forward if
they have been groped or harassed by other attendees at an event. They could put this on posters in the venue or in bathrooms to point out that help is available if needed.

Paying more attention

Very hard to see what they can do whilst society still accepts this behaviour so readily

Designated staff available

Taking reports seriously, one strike policy

I'm not sure if it's a good idea but to have separate gates for males and females when they go to a venue.

I never felt listened to by bouncers/door staff/bar staff. They just shrugged it off as drunken behaviour. Briefing them on the severity and effects of even minor sexual assault would be a big help.

Security personnel that blend in with event goers in plain unmarked clothes positioned throughout the event to keep an eye on untoward behavior

Deal with complaints properly

Don't employ bouncers who make comments about your body

Have more bouncers around to look out for this kind of thing. It's scary being out and having your ass touched by a man you've never met before.

Have code words or something you can say to the bar staff and they can help you

Easier ways of reporting harassment, + evidence that harassment would be taken seriously and that there are procedures in place when it happens i.e. expelling individuals from the venue and banning them if necessary

Training for door staff to support individuals who are having a problem. There's no consideration of the emotional impact they just want to sort the "problem" or not get involved at all

I can't think of anything except for people's attitudes to change

Take reports of assault from young females more seriously to ensure that females feel safe in the environment of an event.

Employing more female members of staff who are equipped to deal with incidents like this, as I, personally, would feel better talking about this to a woman rather than a man.

I have seen studies where bars etc have had safe words to use if you felt uncomfortable or in danger. So this would be something that would make allot of young women feel more comfortable especially say if its a date and they don't have friends directly there to help

Be more acknowledging of the fact inappropriate behaviour happens and needs to be dealt with.

To take things seriously and listen to what happened. You don't know what people have experience previously, so their reaction is a personal expression which should be treated sensitively.

Women only nights, university wide classes on consent / assault, less victim blaming, not serving obviously drunk men, quick and appropriate punishments for offenders, better lighting in the venues, encourage staff to help women in danger (e.g. the angel shot scheme trending recently), venue more willing to contact the police, more security

Better trained and more security staff

More staff available that are trained to respond correctly to inappropriate behaviour

There should be more female customer safety officers
I always find that bouncers will be on you if you accidentally take a drink onto the dance floor but they’re no where to be seen if a man grabs you inappropriately. It’s seen as normal and something that happens all the time, this is not fair.

<table>
<thead>
<tr>
<th>Alcohol free zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actually deal with the problems and take them seriously because inappropriate sexual behaviour can often escalate very quickly and can have negative effects on the victim even if it only a minor inappropriate behaviour, like cat calling or continually perusing somebody in a nightclub when they've indicated they're not interested.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tougher security on reports of abuse etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put peoples safety first</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Be more aware of the problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the safety outside the events. I generally feel safe inside venues but have had the most intimidating experiences in the street eg walking to venues/a party. In a venue, I feel protected by the staff and the amount of people around.</td>
</tr>
<tr>
<td>A bit more advertising at male customers to be more responsible and not sexually harass women could be useful - like posters in the toilets.</td>
</tr>
<tr>
<td>If male security would ‘stick up for’ and look after females and consider their point of view rather than just considering the male point of view.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Removing people who behave inappropriately and proving adequate security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't say &quot;boys will be boys&quot; or &quot;it was just a joke&quot; to defend an attacker. Ever. Be sensitive.</td>
</tr>
<tr>
<td>make it clear with signs around the club harassment isn't okay. And make sure security don't ignore it</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Have more security to deal with this type of incident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take complaints of harassment seriously, discourage &quot;lad&quot; culture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Free taxi home</th>
</tr>
</thead>
<tbody>
<tr>
<td>take reports made more seriously</td>
</tr>
</tbody>
</table>

| Stop letting most dominantly male sports societies get away with being inappropriate and endorsing rape culture just because they bring money into the university, and especially prevent them from coming up with events such as slave auctions (of both men and women) and especially not allowing them to hold 'Clockwork Orange' themed socials, which was quite a common theme at my University. |

<table>
<thead>
<tr>
<th>Take complaints seriously and act upon them.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reiterate that no issue is a small one. If you feel distressed you have a right to contact staff and be treated with respect (not being made to feel silly for bringing it up)</td>
</tr>
<tr>
<td>Removing men who harass women, making it clear that such behaviour isn't tolerated</td>
</tr>
<tr>
<td>More approachable female staff - sometimes feel uncomfortable relaying details to male security alone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Door staff to stop being sexual towards girls</th>
</tr>
</thead>
</table>
Appendix 4

Staff profiles for Focus Group

Participant 1 – Female – Bar Manager - 30 years old – Worked there for 8 years

Participant 2 – Male – Bar staff - 24 years old – Worked there for 3 years

Participant 3 – Female – Event/ Venue Manager - 30 years old – Worked there for 8 years

Participant 4 – Male – Bar Manager - 24 years old – Worked there for 3 years
References


*After Stonewall.* (1999).


Greatrex, J. (2012). Glamour girl Amii Grove blasts campaign to cover-up lads' mags. [online] Birmingham Mail. Available at:


Huggins, D. (2016). *How Can We Stop Sexual Assault At Music Festivals?*.


Julious, B. (2016). *This Organization Wants to End Sexual Assault at Festivals Through Education | Thump*. [online] Thump. Available at:


McGinley, M., Rospenda, K., Liu, L. and Richman, J. (2016). It isn't all just fun and games: Collegiate participation in extracurricular activities and risk for generalized


