

FOR IMMEDIATE RELEASE

PROM ON A BUDGET

6 Top tips from nimbl that won't break the bank

London, 7 June 2024 – Across the UK thousands of teenagers will mark the end of their GCSEs and A' Levels with the much anticipated school prom. For some parents and their teens, they have been planning and budgeting for this day for a whole year, whilst for others it will be a last-minute dash to the line.

Wherever you sit, according to a recent parent survey by nimbl, the leading pocket money card and app for 6 to 18 year olds, 1 in 2 parents will have spent from £200 to £500 plus to cover costs of prom tickets, outfits, make-overs, and luxury cars and photographers. Of those surveyed 3 in 4 did not set a budget, whilst 1 in 4 have felt the pressure to meet the surmounting costs.

This year in particular, many families are feeling the squeeze with higher costs of living. nimbl's guide ["Prom on a Budget"](#) gives some great tips to help you plan and economise for this coming-of-age milestone. You don't have to break the bank to create the magic of prom.

1 in 4 parents surveyed spent less than £200, and some as little as £50 without taking the glitz and glamour away.

Here are six top tips and lessons learnt from the parents to help take away some of the financial strain:

1. **Set a budget:** 1 in 4 parents decided to set a strict budget whilst others opted for a more flexible approach. Either way they sat down together with their teens to agree a "realistic" budget and plan from the outset. This avoids misunderstandings, manages expectations, and reduces the impact of peer pressure. By planning ahead you can focus on the important purchases, know what's good value or a bargain when you see it, and allows you the time to be creative and resourceful. Once friends start talking about prom and their purchases, it's easy to start feeling the pressure to impulse buy.

2. **Never too early to plan:** Start planning 9 months to a year in advance. This way you can pick up a bargain at end of season prom and wedding sales, enter prom competitions to win an outfit or a makeover, start saving on a monthly basis, and set up a prom fund for family and friends to top up on their birthday and at Christmas. **Sheila, from Slough, started early, she explained,** “We went dress shopping to try different designs and sizes. We were then able to confidently choose a second-hand dress online that had already been altered to my daughter’s height - saving us another £50 on tailoring costs. We also bought her shoes in the sales.”
3. **Thrift, charity purchases and rentals:** 1 in 5 parents bought outfits and accessories such as bags and jewellery through online thrifting sites and charities such as Vinted, Oxfam and Prom Ally. Significant savings can be made explained **Cheryl, from Leeds,** “My daughter wanted a £600 designer dress. I managed to find one at £200 and paid for it via a small payment plan.”
4. **Something old, something borrowed:** Family and friends are a fantastic resource to tap into. Some may have recently completed the ‘rites of prom passage’ and will have all that you need. Grandparents, aunts and uncles may have accessories that are unique and precious which they’d be happy to lend for the special day.
5. **Enterprising teens:** Some teens in the survey sold their own pre-loved items to raise funds or worked with their grandparents to earn a little extra pocket-money to go towards the ‘Prom Fund’. Others went the extra mile creating small enterprises washing cars, cleaning windows and mowing lawns for people. **Rebecca, from Market Rasen explained:** “My daughter makes her own jewellery which she sells in our local markets, as well on the free online platform, The Teenage Market. She wore her own jewellery to the prom which was a hit, but also raised funds through her jewellery enterprise to help pay for her prom.”
6. **DIY or skills share:** There are number of free online masterclass tutorials to get the look you want, embellish accessories for your own custom design or create your own corsage. The survey found 2 in 3 parents citing their teens either did their own make-up and hair, or asked friends or family to help.

Alana Parsons, nimbl, Chief Executive, said: “Over the years school proms have become the hallmark of the end of an era and the beginning of the next. As we know the associated costs are increasingly becoming a strain for many families. But as some parents have

shown, by putting in place a simple budget plan and making use of the growing range of resources locally and online, it is possible to experience the magic of prom without breaking the bank as well as minimising the impact on the environment. Some nimbl parents have also used the ‘fund feature’ on our pocket-money app that makes it easy for family and friends to top-up the ‘prom fund’ when they wish.”

Please download nimbl’s free [“Prom on a Budget”](#) guide to help you plan for your prom with some useful tips and links to resources.

Ends

Notes to Editor

nimbl surveyed 353 parents of children aged under 11 – 18 years old.

About nimbl

nimbl is an award-winning pocket money card and app, designed with parents, carers and young people in mind. <https://www.nimbl.com/>

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