

Introduction:

An informal situation has existed within BUCS which precludes the organisation accepting any form of endorsement or sponsorship from alcohol brands associated with alcohol. This position reflects a choice not to link sport and healthy lifestyle choices with the consumption and endorsement of alcohol and possible anti social behaviour that can emerge.

The public image around students and alcohol, certainly in terms of BUCS sport is far from universally accurate; that in the main, students and their sports teams behave responsibly around the use of alcohol; that for most people the link between responsible drinking and sport is clear. That is not to deny the incidence of unacceptable behaviour in student populations, nor to hide from a culture which, in some cases, encourages binge drinking around sport; rather, BUCS accepts that alcohol has a legitimate place in British society, and moreover that BUCS as an organisation can and should promote a healthy and socially acceptable relationship with it.

Further, BUCS acknowledges that the alcohol industry has legitimate business with student sport, and that a mature relationship with suitable brands can have beneficial effects on students, through much needed financial investment in enhancing the student experience through sport, and by promoting and encouraging the enjoyment of alcohol in a responsible way.

The following guidelines, then, outline a proposed way forward for BUCS and student sport to benefit from appropriate associations with alcohol brands and outlines some safeguards for BUCS and the Universities to adhere to, to ensure a positive and grown up experience in HE sport. It makes recommendation for BUCS, its members, and the alcohol brands themselves to sign up to.

BUCS Responsibilities and Commitments:

BUCS may enter into sponsorship agreements with appropriate brands on behalf of its members; these arrangements can be linked to sports, events, BUCS activities and other commercial properties including those which may not currently exist. Final decision on the appropriateness of the brand lies with the BUCS CEO and management.

Sponsorship agreements may include branding and communications evident across all BUCS collateral (including but not exclusively events, merchandise and digital communications).

BUCS may also agree contracts with brands and facilities which generate commission from sales or other secondary spend. These sales will be subject to behavioural and organisational guidelines outlined in this document and the anti social behaviour document.

BUCS will permit and benefit financially from the sale of alcohol at its events

BUCS will permit sampling of alcohol products at its events or activities.

BUCS will not, however, enter into sponsorship agreements with “Sports tour/festival” companies or endorse the activities of these companies.

BUCS will refuse entry or remove any spectators or supporters who arrive at or are in attendance at any BUCS event under the influence of alcohol or demonstrating anti social behaviour.

BUCS will publish this policy statement, its policy on anti social behaviour, and its disciplinary procedures for bringing BUCS into disrepute alongside membership affiliation papers.

BUCS will require that all member institutions provide it with a copy of its code of conduct in relation to initiations, and alcohol abuse in sport. This will be encouraged for the time being but **mandatory from the 2013 season**.

BUCS will provide all members with guidelines on responsible touring.

Brand Responsibilities and Commitment:

Alcohol brands will make a commitment to promote responsible drinking, to be evident at all events and in all communications

The brand will ensure that all sales and sampling of its products is in line with the agreed behavioural guidelines within this document.

The brand may not encourage the use of its products as part of any initiations or other inappropriate ceremonial activities at any BUCS member institutions.

The brand must not engage in any activity which suggests that it is acceptable to drink alcohol whilst taking part in any BUCS sport.

Free alcohol may not be given to BUCS teams for consumption travelling to and from BUCS fixtures or events.

BUCS reserves the right to make final decision on the appropriateness of any brand association with any BUCS property.

BUCS Members Responsibilities and Commitment:

BUCS members must issue BUCS with their code of conduct in relation to initiations, and alcohol abuse in sport. This will be mandatory from 2013 onwards, and BUCS members which do not comply will not be permitted to remain members of BUCS.

Institutions must advise BUCS in advance of 3 people who will be responsible for the behaviour of spectators and supporters at BUCS events.

Behavioural Guidelines:

- Brand promotions may not encourage binge drinking or excessive alcohol consumption, and should aim to fall within government guidelines on sensible drinking.
- Promoters should ensure as far as possible that only people aged over 18 have access to any alcohol promotions offered at BUCS events or activities.
- Promotion staff will refuse to provide further alcohol to people who appear to be intoxicated.
- Water, soft drinks and snacks should be available at all times where alcohol is being promoted.
- All point of sale and promotional materials should carry an agreed responsible drinking message clearly and prominently.
- Any promotion of alcohol brands may not suggest that consumption of alcohol promotes sporting success.
- Challenge 21 principles should be applied and age verification sought if doubt exists as to the consumer's age.

Karen Rothery – Chief Executive

Alexander Scotcher – Head of Communications, Commercial & Marketing