



Corporate Social Responsibility (CSR)

This Union Notes;

That the UK Government has given the alcohol and entertainment industry until 2007 to 'clean up it's act' with regard to CSR. If not satisfied, the Government will introduce legislation, which is likely to be 'hard line'

This Union Believes;

That Bars & Ents at BNU represent an important part of Students' experience of University life.

That alcoholic beverages may be consumed irresponsibly, creating problems for the individual and for society as a whole.

That we have a responsibility to ensure that we market and promote alcohol responsibly and encourage our members to do the same.

This Union Resolves;

To create and adhere to a Marketing Code of Practice

To continue to promote responsible drinking

To promote alongside with responsible drinking, guidance with regard to sensible drinking

This Union Mandates;

The President in conjunction with the Commercial Services Management Team to produce a Marketing Code of Practice.

The Commercial Services Management Team to inform our members of the alcoholic units per drink in all promotional and informational material.

Code of Practice

All Licensed Trade marketing activities will be in keeping with both the letter and the spirit of all applicable national laws. The Commercial Services Department will be responsible for ensuring this.

Licensed Trade promotional policy – The Marketing Code

The CSD will ensure that drinks promotions will encourage responsible consumption by those adults who choose to drink and will not support activities which encourage excessive consumption.

All promotional activity will comply with the Portman Group policy on commercial communications and should therefore avoid:

- * Association with anti-social behaviour
- * Purchase or sale to under 18's
- * Appealing particularly to under 18's rather than adults
- * Suggestion of sexual success or prowess
- * Association with illicit drugs
- * Encouragement of illegal, irresponsible or immoderate consumption

In addition to activity which is not in line with our General Principles, the following promotional activity are not acceptable;

- * Any promotional activity which implies drinks being 'downed in one' or which incentivises speed drinking
- * Promotions that involve drinking games
- * All inclusive promotions – including large quantities of, or all drinks, in the admission fee
- * Any promotion that involves an initial payment to obtain reduced price alcohol for a sustained period
- * Promotional activity which includes cars in any way, including cars as prizes
- * Links with any tobacco related products in promotions e.g. match boxes, cigarette lighters, ashtrays etc
- * Promotions which refer to the effects of intoxication in any favourable way, e.g. referring to consuming alcohol to recover from previous over-indulgence, or glamorising excessive or irresponsible drinking
- * Use of image/symbols/characters or persons in promotional material that appeal to those under the legal purchase age
- * Direct or indirect references to drug culture or illegal drugs
- * Association with violence or anti-social behaviour
- * Activity which presents abstinence in a negative light
- * Sampling activity involving staff under the age of 18
- * Sampling activity which offers more than 1.5 units of alcohol per person

Good practice

The following represent examples of good practice;

- * The inclusion of responsible drinking messages and alcohol units where appropriate
- * Promotions that are run over periods of time to ensure prizes such as drinks vouchers can be redeemed later, not just on the day they are won
- * Promotional activity that incorporates a soft drinks offer
- * Any time-limited promotion should be for 2 hours or longer
- * People shown drinking in marketing and promotional activity should appear to be over the age of 25