



Brasenose College

Conference Policy

Approved by Governing Body May 2017

Brasenose's core charitable objectives set out in the College's statutes are:

To further research, education, learning and religion.

With this in mind, Brasenose College seeks to ensure that the College's commercial activities complement and do not conflict with these core objectives.

What bookings does this apply to:

This policy applies to any booking by clients who are not College members where there is the proposed use of academic facilities, teaching spaces, or overnight accommodation.

Guidelines on accepting conference business:

The College's offer comprises high-quality and competitively priced dining, conference, and accommodation facilities.

The College does not usually offer the following, and will not do so unless approved by the committee indicated:

1) Brasenose academic programmes

The College will not usually offer provision of education delivered by Brasenose academics or students, or through Joint Venture, and does not include any form of certified study unless authorised by the Academic Committee and approved by Governing Body.

N.B. Brasenose College academics may choose to teach on programmes run by conference organisers at Brasenose or at other colleges. If they do so, they may identify as a Brasenose College academic. However the use of the College Marks is not permitted. If unsure in this regard or there is a risk that Brasenose may be seen as providing the programmes, advice should be taken from College Officers.

2) Courses preparing students for University application

Brasenose endorses the advice provided by University Admissions for prospective applicants not to pay for private preparatory courses, and bookings will not be taken for this purpose. Companies supplying Oxford preparation courses typically offer

other types of course and may book College for these other purposes. Reasonable care should be taken to ensure that these courses are not marketed so as to imply that Brasenose endorses preparatory courses in any way.

3) Conferences or events marketed as Brasenose events or University of Oxford events.

The value of the College and University brand is valuable and misuse could bring reputational risk.

Approval will be sought from Governing Body for any use of the Brasenose name in a course title or any permission to a client to use the Brasenose logo and trademarks or a Brasenose email address (@bnc.ox.ac.uk).

Approval will be sought from Estates & Finance Committee for any publicity for conferences or events that is published on the Brasenose website or in other Brasenose materials.

Permission may be granted to clients to use the college's postal address by the Domestic Bursar, and the College will when necessary write to clients or their customers to confirm that they are attending a course being held at Brasenose College (eg for visa applications).

Conference bookings should meet the same standards as set out in the College's policy on visiting speakers.

The marketing of and contracts with Conference groups will be regularly review and monitored by the Conference and Events Office

All bookings shall be subject to the following internal consultative process:

Initial enquiry received by Conference & Events Manager who will gather outline information on the company and the content of the programme to be delivered at Brasenose College;

Summary details communicated to the Domestic Bursar and to the Senior Tutor if there are any academic or admissions-related queries;

Review and internal discussions to take place with feedback to Conference & Events Manager within 48 hours to allow continued communications to occur between College and Client;

Where there is a potential reputational risk in accepting a booking, or a risk that the guidelines outlined above may be breached, the details will be communicated to the Domestic Bursar and Bursar for consultation and, where necessary, a paper outlining the College's due diligence will be submitted to the relevant committee and, where appropriate, to Governing Body.

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