Use of the University's Name

These guidelines deal with how far, and in what circumstances, it is acceptable for individuals to use the name of the University when communicating with the public or other outside audiences, for example by letters to the press, on radio or television, in scientific articles, in extra mural lectures, in student recruitment material, or via the World Wide Web or other computer networks or electronic media.

While this is not a matter which it is appropriate to regulate by rigid regulatory provisions, it is one of importance to the University and its members. These guidelines are intended to reduce the risk of occasions or material which might give rise to misunderstanding.

- **Persons authorised to speak for the University**

- **Spokespersons for units within the University**

- **Personal opinions**

- **Private Consultancies and Other Extra-Curricular and Outside Activities**

**Persons authorised to speak for the University**

1. The only persons who may publish statements or express views in the name or on behalf of the University are:

   (i) the Vice-Chancellor or such members or officers of the University as may be authorised by him for that purpose (cf. Article 7 of the Charter and Statute V para 3);

   (ii) the Registrar & Secretary as Secretary of the Court, Council and Senate (Statute IX);

   (iii) University Press and Communications Office staff;

   (iv) the Publications Officer in respect of prospectuses and other centrally produced student recruitment material.

2. Press and Communications Office staff have a central role in the University's day to day relations with the media in, for example, explaining University policy and transmitting information about University affairs. Other University members and administrators must not seek to speak for the University. Press representatives who approach them for a University view should be referred to the Press and Communications Office (or the Vice-Chancellor or the Registrar & Secretary).
3. The Publications Officer exercises editorial control over University prospectuses and other centrally produced student recruitment material, and has an advisory role in relation to recruitment material produced by other units.

**Spokespersons for units within the University**

4. Most bodies within the University - from Schools, Subject Groups and other academic units to campus trades unions and the Students' Union - will from time to time wish, and in many cases are obliged, to publicise activities which they are promoting or for which they are responsible. They may also feel impelled from time to time to respond publicly to external enquiries or allegations.

5. In routine matters no problems should arise: on sensitive issues the heads or other duly authorised officers of units are free to provide information, make statements or express views on behalf of the body which they represent provided that

(i) they make clear their representative status, and

(ii) they do not imply (except with the consent of the Vice-Chancellor or Registrar) that the views expressed have the support of the University.

In any case of doubt, especially if a statement might have implications for the University outside the unit directly involved, the Vice-Chancellor, Registrar or Director of External Relations should first be consulted. Similarly, care should be taken over the accuracy of, and commitments implied by, student recruitment material. When there is any doubt, the material, and the statements contained in it, should be checked with the Publications Officer.

6. **Personal opinions**

It is fundamental that all staff and students of the University shall be free publicly to express their personal views; equally, the University must protect itself from any implication that such views necessarily reflect those of the University. Hence, Statute XX1.1 refers to the following guiding principle:

"to ensure that academic staff have freedom within the law to question and test received wisdom, and to put forward new ideas and controversial and unpopular opinions, without placing themselves in jeopardy of losing their jobs or privileges".

and in a Code of Practice agreed between the University and the Association of University Teachers and attached to the Conditions of Service of Teaching, Research, Administrative and Library Faculty it is stated:

"A member of faculty is free to express political, religious, social and professional views both privately and in public, provided that this is done explicitly in his or her own name and not in that of the University."

7. Attention is also drawn to the Administrative Regulation (contained in the annually produced handbook of Ordinances and Regulations) which reads:
"No member of the University may use the name of the University (eg in a published letter or other document) in such a way as to give the impression that the University supports the views expressed in the publications, or any activities of the member, without the permission of the Registrar. Any such publication must bear the name of the person responsible for it."

8. In most cases no confusion will arise. The convention is widely accepted and understood that a member of the University in books, articles, letters to the press, public lectures, the World Wide Web, etc, is writing or speaking in a personal capacity (whether or not on a professional subject) and not as a spokesperson for the University - unless the contrary is expressly stated. There is no objection to the practice of members using the University's name in expressing opinions on matters directly connected with the purposes for which they are employed or studying in the University.

The onus, however, remains firmly on individuals to ensure that there can be no misunderstanding by the ill-informed or opportunity for exploitation by the unscrupulous: it is for them to make it explicitly clear that they are expressing their own, not the University's views. This is the more important when the subject is a controversial one. When the opinion expressed is not directly related to the author's own area of academic and professional expertise, members should not use the name or address of the University.

9. In the event of individuals failing to make their position clear, authorised University Officers will be free to do this in their place and to take such other steps as may be necessary to counteract any publicity arising from the publication of their views which might adversely affect the University and its members.

10. When individuals wish to indicate support for views which they are publicly expressing, they must obtain the permission of the Registrar as required by the Administrative Regulation already quoted. It is envisaged that such occasions will continue to be rare.

Private Consultancies and Other Extra-Curricular and Outside Activities

11. The University must of necessity require stricter protection for itself when the misuse of its name might result in legal or financial liability. Hence the requirement in the Conditions of Service of Teaching, Research, Administrative and Library Faculty (Section II, para 5) that in respect of a member's extra-curricular or outside activities, he/she "must satisfy the Vice-Chancellor that he/she has given notice to the outside body or bodies concerned that the University will not accept any responsibility for advice given or liability of any kind in connection with such work".

12. Attention is also drawn to the document Consultancy and Other Outside Activities: Notes of Guidance, issued in November 1995. It elaborates on the Conditions of Service, in paragraph 11: "University letterheads [must not be used] or any other references to the University must not be made in correspondence, opinion, report, etc, in connection with a private consultancy", and in Appendix 2 gives a specimen form of words for giving notice to the outside body.