

2024-25 WOMEN'S BUCS SUPER RUGBY

MINIMUM OPERATING
STANDARDS



**BUCS
SUPER
RUGBY**

CONTENTS

<u>INTRODUCTION</u>	<u>3</u>
• <u>Audit process</u>	<u>3</u>
• <u>Sanctions</u>	<u>4</u>
<u>MINIMUM OPERATING STANDARDS</u>	<u>6</u>
• <u>Player Welfare</u>	<u>6</u>
○ 1.1 Dual Pathway Management	
○ 1.2 Integrity	
○ 1.3 Rugby Coaching	
○ 1.4 Injury Management	
○ 1.5 Concussion Management	
○ 1.6 Support Services	
○ 1.7 Lead Physiotherapist/Medic	
• <u>Rugby Commitment</u>	<u>11</u>
• <u>Facilities and Equipment</u>	<u>12</u>
○ 3.1 Training	
○ 3.2 Match Day	
○ 3.3 Post-Match Catering	
○ 3.4 Medical Facilities and Equipment	
• <u>Marketing and Commercial</u>	<u>17</u>
○ 4.1 Brand	
○ 4.2 Resourcing	
○ 4.3 Promotion	
○ 4.4 Match-Day	
○ 4.5 Media Requirements	
○ 4.6 Broadcast	
○ 4.7 Commercial	
○ 4.8 Branding and Signage	
• <u>Operations</u>	<u>22</u>
○ 5.1 Player Registration and Team Selection	
○ 5.2 Feature Events	
○ 5.3 Analyst Data	
○ 5.4 Data Capture	
○ 5.5 Match Results	

Introduction

Institutions competing in Women's BUCS Super Rugby (BSR) must conform to the Minimum Operating Standards (MOS). These are outlined in this document and governed by BUCS. This MOS document is to be adhered to in conjunction with BUCS's [General Regulations](#) and [Rugby Union Sport Specific Regulations](#).

The MOS apply to Women's BUCS Super Rugby (BSR) which consists of the following competitions:

- BUCS Women's Rugby Union National League
- BUCS Women's Rugby Union National Championship

Upon paying the entry fee to join and compete within Women's BSR each member institution is agreeing to adhere to these MOS and work with BUCS to facilitate an annual audit.

These MOS will be reviewed annually by BUCS; in collaboration with the League Management Committee (LMC) and the Sport Advisory Group (SAG) for Rugby Union. While collaboration is key to defining the contents of the MOS the final decision on implementation will remain with BUCS as the league owner.

Audit process

BUCS will administer an annual audit to assess each member institution for its fulfilment of the MOS set out in this document. This process is mandatory for all member institutions and failure to comply may result in admittance to BSR being denied or withdrawn.

The audit will comprise the following elements:

- Self-Assessment: each team submits documentation to BUCS (for example current coaching qualifications)
- Site Visit: an individual appointed by BUCS will conduct a site visit every two years to inspect facilities and discuss programmes with staff
- BUCS Internal Audit: this is an ongoing process conducted by BUCS to ensure compliance on a short-term basis (for example weekly social media requirements)

The exact timeline for the audit process will be decided by BUCS on an annual basis through consultation with member institutions.

Measurement Process

1. Each requirement within the MOS is rated with a level of priority
 - Tier 3 – High Priority
 - Tier 2 – Medium Priority
 - Tier 1 – Low Priority
2. The attainment of each requirement is measured on the following scale
 - 3 = Suitable/meeting criteria
 - 2 = Adequate/working toward criteria
 - 1 = Poor/very little progress of meeting criteria
 - 0 = No evidence of attempting to meet criteria
3. The final score for each requirement will be measured using the following calculation:
$$\text{Priority} \times \text{Attainment} = \text{Total Score}$$
4. The final score for each section will then be added together and given as a percentage pass rate.
 - Over 80% - Pass
 - 65-80% - Marginal Pass
 - 50-65% Marginal Fail
 - Below 50% - Fail
5. Each section of the MOS is weighted depending on the expectation of BUCS for BSR institutions to address and include in their programme. This is as follows:
 - Player Welfare - 30%

- Rugby Commitment - 10%
- Facilities - 30%
- Media and Commercial - 15%
- Operations - 15%

In the first instance, if an institution gets below 65%, they will be supported in developing an action plan to develop their offering in order to attain a pass in a second audit. Any institution that persistently fails an audit, or refuses to work toward attaining a pass, could ultimately face expulsion from the league. Sections of the MOS, such as match-day operations and social media, are audited on an on-going basis by BUCS staff. For week-to-week requirements, such as submitting scores or social media obligations, a three-strike policy will operate with sanctions imposed at the discretion of BUCS following repeated breaches.

Future members

Teams competing in North 1 and South 1 are eligible for promotion to BSR through the playoff system outlined in [REG 8](#) and [Appendix 10](#) of the BUCS General Regulations. While the BSR audits are being undertaken early in each calendar year, teams in North 1 and South 1 who would be eligible to participate in the BSR playoffs will be asked to complete a self-assessment to give an indicative audit score. Should a team be successful in gaining promotion through the playoffs a full audit will take place to ensure compliance with that season's MOS.

The MOS is designed and implemented to increase the professionalism of the league and encourage higher standards. If a team in this position should fail the audit, they may be denied entry to BSR.

Sanctions

The severity of sanctions imposed on teams in the league will be based on two factors:

1. The priority tier which the requirement is aligned to
2. The number of breaches of an individual requirement

The following table is advisory as to the maximum sanction imposed:

Sanction Tier	First Breach	Second Breach	Third Breach
1	First written warning	Final written warning	Fine of up to £250
2	First and final written warning	Fine of up to £250	Fine of up to £500
3	Fine of up to £500	Fine of up to £2000	Points deduction or fine of up to £5000

Each breach escalation is relevant to a specific requirement and multiple breaches of individual requirements will accumulate throughout a season. For tier 1 and tier 2 requirements, any breaches do not carry over to the following season. For tier 3 requirements, breaches are carried over to the following season. For example, if an institution commits one breach of 4.6.1 in the 2024-25 season, this will carry over to the 2025-26 season and on the first instance 4.6.1 should be breached during the 2025-26 season this would be considered the institution's second breach for sanctioning purposes.

If after the third breach of a single requirement the offending institution refuse to comply, they will be referred to a disciplinary panel to decide on the next stage of sanctioning which may include a further fine, points deduction or expulsion from BSR. This process will consider the number of breaches, the sanction tier, and the cooperation/willingness to comply.

Further to the above, breaches of multiple tier three requirements throughout a season demonstrates a lack of compliance and willingness to adopt the highest priority requirements. In this instance the institution will be referred to a disciplinary panel for further sanctioning which may include a further fine, points deduction or expulsion from BSR.

Each time there is an alleged breach identified by BUCS, the following shall apply:

- BUCS will communicate the alleged breach to the institution by email within five working days of it being identified.
- The institution will have five working days to respond, by email, either acknowledging or denying the breach.
 - If the institution acknowledges the breach:
 - BUCS will work with the institution to agree an action plan so that the relevant requirement can be met, with compliance demonstrated within 10 working days of the acknowledgement.
 - BUCS will determine the appropriate sanction(s) for the breach and communicate this to the institution by email within five working days of the acknowledgement.
 - The institution shall have the right to appeal against the sanction(s) by following the BUCS Full Appeal in accordance with [REG 15.9](#) of the BUCS general regulations. Institutions are advised that as well as having the discretion to reduce or uphold the sanction(s), the disciplinary panel which shall rule on the appeal shall also have the discretion to increase the sanction(s) and/or impose an additional fine or award costs against the institution if they find the appeal not to have grounds.
 - If the institution denies the breach:
 - BUCS will raise a charge for the alleged breach, with the process of [REG 5.2](#) of the BUCS general regulations being followed for a disciplinary panel to confirm if there has been a breach and if so what the appropriate sanction(s) shall be.

1. PLAYER WELFARE

It is imperative that any institution competing in BSR places the utmost importance on the welfare of players. Due to the demands of BSR, players require additional support to manage their educational and sporting commitments, in comparison to lower tiers.

This requires a collective approach from member institutions, BUCS, and the home unions. Where possible BUCS will look to facilitate any training or education on welfare themes. Within each institution it is the responsibility of the Programme Manager to ensure that players and staff are aware of the support services available to them internally.

All institutions participating in BSR and with aspirations of joining the league must demonstrate a commitment to player welfare as a priority.

1.1 Dual Pathway Management

All BSR members must understand that first and foremost players are in higher education to achieve academically. As such, each member institution must demonstrate the following:

No.	MOS	Sanction Tier
1.1.1	Always placing the academic commitments as a priority over rugby participation.	3
1.1.2	Provide a support network to allow players to manage time effectively.	3
1.1.3	Work with student support services to provide dual pathway information and guidance to all players.	2
1.1.4	Demonstrate good relationships with academic staff to support players in managing their schedule.	2

1.2 Integrity

Anti-doping

All players and staff members involved in BSR will adhere to the [World Rugby Regulation 21 – Anti-Doping](#).

1.2.1	No player or staff member will use or distribute a prohibited substance – as defined by the most up to date WADA prohibited list.	3
1.2.2	All players and staff will comply with UKAD testing procedures where required.	3
1.2.3	Each BSR institution will ensure players are receiving, on an annual basis, education on how to avoid contact with prohibited substances and ensure they are competing as clean athletes. Additionally, Players are advised to access GlobalDro and 'Informed Sport' and download the '100% me' App .	3

Gambling

No member of an institution's rugby union club or wider rugby union programme will undertake any of the following:

1.2.4	Placing a bet (or asking someone to place a bet for you) on any BUCS rugby union fixture.	3
-------	---	---

1.2.5	Misusing or passing on information to any third party, such as injuries or selection, that is not already public knowledge.	3
1.2.6	Accepting money or gifts from any third party in return for inside information or performance manipulation in a match.	3
1.2.7	All players to have completed World Rugby 'Keep Rugby Onside' online course (World Rugby Passport - Keep Rugby Onside) and each team to provide access to certificate database as per BUCS request.	3

Adhering to these requirements will ensure all matches are contested on a level playing field and are won on merit. It is imperative that any individual aware of any of the above should report this confidentially to the BUCS National Performance manager who will communicate in confidence with UKAD. BUCS takes a zero-tolerance approach to any form of corruption within BSR.

Any player, student or staff member associated with a BSR institution found to be actively involved in match fixing could result in the associated institution having their membership of BSR revoked. This is in accordance with [REG 5: Misconduct and Bringing BUCS into Disrepute](#).

1.3 Rugby Coaching

1.3.1	A nominated Head Coach who is the primary deliverer of coaching, and who is qualified to, or working towards*, UKCC Level 3 or overseas equivalent .	3
1.3.2	An assistant coach qualified to, or working towards*, UKCC Level 2 or overseas equivalent .	2
1.3.3	Any other coaching staff involved in BSR should have obtained, or be working towards*, UKCC Level 2 or overseas equivalent .	2
1.3.4	Director of Rugby and Head Coach to have completed the UKAD Coach Clean e-learning module.	2

*'working towards', a qualification is defined as - a coach being enrolled on a course and completion is expected within 12 months of audit date

1.4 Injury management

1.4.1	<p>Immediate pitch-side care at all home and away fixtures, by a healthcare practitioner who has:</p> <p>A current PHICIS Level 2 qualification (or working towards) (or above), BASICS Scotland PHEC or equivalent Royal College of Surgeons Edinburgh endorsed Sports Specific Immediate Care course certificate.</p> <p>If a team is unable to provide a suitably trained staff member, then it is their responsibility to outsource a suitable replacement for the fixture(s) in question</p> <p>*Note certificates are awarded to successful candidates and instructors on a season-by-season basis.</p> <p>**For the avoidance of doubt:</p> <p>i. The season for PHICIS certification purposes starts on 1 September and runs until 31 August the following year.</p> <p>ii. Successful completion of a PHICIS course in a season provides cover until the end of the following season. For example, an approved course completed in the 2022-23 season enables a practitioner to work until the end of the 2023-2024 season.</p>	3
1.4.2	<p>In addition, one member of the coaching/management team that has undertaken the following course (or other home union equivalent):</p> <ul style="list-style-type: none"> • RFU Emergency First Aid in Rugby Union • WRU Emergency First Aid for Rugby <p>* Or an equivalent course including Emergency First Aid at Work or other Level 2 Sports First Aider course.</p>	3
1.4.3	<p>Maintenance of an injury register in which all player injuries incurred during matches are recorded.</p>	3
1.4.4	<p>If requested, report anonymised injury data to a designated academic partner to contribute to injury surveillance studies. Any designated partner will be identified in advance of the season commencing, and purposes and storage of this data outlined to all institutions.</p> <p>Injury reporting is carried out three times per season (November, January & post-season)</p>	1

In addition to the above standards, all institutions should emphasise the importance to players' welfare of registering with a local GP – particularly with new students and those not from the immediate area.

1.5 Concussion management

All institutions must demonstrate compliance with [World Rugby Regulation 10 - Medical](#). This includes:

1.5.1	<p>The provision of a structured concussion management programme for all rugby players within the institution's rugby programme.</p> <ul style="list-style-type: none"> • English universities should refer to the RFU Headcase guidance • Scottish universities should refer to the Scottish Rugby Concussion Policy • Welsh universities should refer to the WRU Recognise and Remove - WRU Game Locker <p>Please note that updated UK Government guidelines under the 'If in doubt, sit them out' messaging suggests a minimum of 21 days rather than 19 days before return to sport. (Currently this guidance has been recognised by the RFU, but Headcase has not been updated as of writing – this may subsequently change. Scottish Rugby's concussion policy is currently under review, details can be found</p>	3
-------	---	---

	here . Concussion guidelines in Wales can be found here and note 21 days before returning to sport	
1.5.2	Concussion education on an annual basis for all players and management staff in accordance with World Rugby and home union guidelines.	3
1.5.3	A structured recovery and return to play (RTP) protocol consistent with the aforementioned RFU and Scottish Rugby concussion guidance to be supervised by a medical professional with training and experience in concussion management.	3
1.5.4	Compliance with a RTP protocol to support the safe return to academic study as well as the training and playing environment.	3
1.5.5	All BSR squad members to have undertaken baseline testing via SCAT 6 as set out by World Rugby. This is required to be done in advance of the first game of the season, or before an individual's first game. For further reference, please see: Sport Concussion Assessment Tool 6 (SCAT6) (bmi.com)	1

1.6 Support Services

1.6.1	A strength and conditioning programme, led by a UKSCA Accredited (or equivalent) Strength and Conditioning coach. These programmes should run throughout the year, and account for position specific and individual athlete requirements.	2
1.6.2	The institution to provide performance lifestyle and/or sport psychology support. Where lifestyle support is provided this must be by an individual who has achieved, or is working towards, APDL qualification (formerly TALSQ), or equivalent experience/qualifications in this field. Where sport psychology support is provided this should be provided by an individual who possesses one of the following qualifications: <ul style="list-style-type: none"> • BPS Stage 2/BASES SPEAR Trainee (or above) • Registered HCPC • BASES Accredited and HCPC registered 	1
1.6.3	Individual development plans in place for 50% of squad members, based on regular, periodic, and interactive process of review/feedback/action planning and encompassing: <ul style="list-style-type: none"> • Factors relating to preparation, behaviour, fitness, tactical and technical • Monitoring the number of matches played and the amount of game time per season • The management of individual players' health, welfare and balance between rugby and academic study priorities. <p>The remainder of BSR squad members should have a basic development plan, accounting for position specific and individual development requirements, and balancing rugby and academic study priorities.</p>	<u>2</u>

1.7 Medical Lead

1.7.1	<p>Each institution will identify a medical lead who is the primary individual responsible for all clinical matters relating to BSR. This includes but should not be limited to:</p> <ul style="list-style-type: none"> • The maintenance of records of the names and qualifications of all medical personnel employed by the institution that have contact with BSR players • The maintenance of a register of medical personnel on duty on BSR match days • The injury registers for BSR players and tracking concussion Return to Play protocol • The safe storage and maintenance of all medical equipment required by the MOS for BSR <p>All supporting evidence must be retained for inspection at the time of audit.</p> <p>The appointed individual must demonstrate an understanding of established concepts e.g., commitment to high standards, evidence-based practice, personal and team development, and risk management of all venues.</p> <p>The appointed individual does not have to be a doctor and can be another health care professional as long as they are registered in their specialty.</p>	3
-------	--	---

In advance of 1 October, each institution will submit the following information to BUCS:

1.7.2	A risk assessment of the primary match day facility.	3
1.7.3	A list of medical equipment available at the primary match day facility.	2
1.7.4	An emergency action plan detailing the match day process for the assessment, resuscitation, and extrication of a player(s) with both traumatic and non-traumatic life and limb threatening injuries. The medial lead may be asked to demonstrate this during audit also.	3

The below information will be shared with all medical leads in Women's BSR to ensure transparency and aid planning:

1.7.5	The medical lead will ensure they, or an appropriately qualified medical practitioner, leads a short briefing prior to kick off to ensure opposition, match officials and venue staff (where appropriate) have received and understood the documents outlined above. Any changes to action plans or arrangements should be communicated at this briefing.	3
1.7.6	The medical lead or other designated person will have on file an up-to-date risk assessment for the training facility, as well as a documented emergency action plan, similar to that of the match day action plan for training sessions.	3

1.7.7	The medical lead will assume responsibility for ensuring the availability of sufficient personnel who have been appropriately trained to use the equipment required for safe extrication from the field of play.	3
-------	--	---

2. RUGBY COMMITMENT

BSR was designed to improve the competitiveness of the top tier of BUCS rugby union, but also to drive standards across the whole BUCS rugby programme. This means a commitment from member institutions to improving the top-level squad and to drive internal standards of rugby at every level.

Member institutions must demonstrate:

2.1	A management structure/steering group which manages, delivers, interprets, and develops the institution's participation in BSR.	3
2.2	An integrated plan for rugby within the institution, which combines a rugby development plan mapping the growth of the game with a performance development plan linked to participation in BSR.	3
2.3	Support player identification and release for representative rugby managed by and through the home union – including but not limited to national students/universities teams.	3
2.4	Work with one or more professional or semi-professional clubs to encourage talent identification for the purposes of professional opportunities. As a guide, this should include clubs from competitions such as Premiership Women's Rugby or Celtic Challenge.	2

3. FACILITIES AND EQUIPMENT

3.1 Training

3.1.1	The provision of training facilities and equipment to support the development of players in a safe environment.	3
3.1.2	The presence of appropriately trained medical staff and immediate care equipment at all contact training sessions.	3
3.1.3	Access to a team meeting room with audio-visual capability for performance analysis.	1
3.1.4	Access to an indoor strength & conditioning suite with free and fixed weights, cardiovascular machines, appropriate ventilation and a supply of drinking water.	2
3.1.5	Access to physio support/clinic to support injury rehabilitation and physical development on non-matchdays.	2

3.2 Match Day

The provision of a floodlit pitch meeting the minimum requirements as set out by [World Rugby Law 1](#). If this is a synthetic surface, the pitch must meet those standards set by [World Rugby Regulation 22](#) relating to the provision of artificial surfaces. If this is a natural grass surface, there must be adequate maintenance to ensure the safety of players remains paramount and that the standard of rugby, and match scheduling, is not compromised by poorly maintained surface. This is in accordance with [REG 9.3.3: Playing Surfaces](#) and [RUU 1.4: Playing Surface](#).

The match day pitch must be equipped with the following:

3.2.1	Floodlighting to an average maintained lux reading of 200, with a uniformity level of >0.6* *Failure to comply with floodlighting requirements may mean that the home pitch will not be selected for live-streamed matches.	2
3.2.2	A permanent or temporary 1-meter-high barrier surrounding the field of play in its entirety and separating the field of play from supporters.	2
3.2.3	Designated technical areas with pitch-side seating for staff and players of both teams.	2
3.2.4	Appropriate run-off areas beyond the touchlines and dead-ball lines to a minimum of 5 metres. (Any distance less than 5 metres must be risk-assessed by a competent person and managed including through taking into account inter alia the nature and extent of the hazards outside the perimeter of the pitch).	2
3.2.5	Flag posts and flags in line with World Rugby Law 1.	2
3.2.6	A means of ingress to the pitch wide enough to accommodate an ambulance.	2
3.2.7	Separate changing facilities for both teams on a match-day, adequate to accommodate 25 players with appropriate shower and toilet provision, and space for a physio table.	2
3.2.8	Separate match-day facilities for referees, with appropriate shower and toilet provision.	2

3.2.9	Spectators should have access to toilets and first aid, including toilets with disabled access.	1
3.2.10	Provision of dedicated spectator areas, where possible, this should include permanent or temporary seating. A spectator area could be any area which is provided for the sole purpose of accommodating spectators. It does not specifically have to be a stand or include seating.	1
3.2.11	A fixed or temporary scoreboard easily visible from the main player and spectator vantage points within the ground.	1
3.2.12	A permanent or temporary public address system audible in the main player and spectator areas within the ground.	1
3.2.13	The ability to accommodate BUCS media staff, broadcast partners and other media delegations through fixed or temporary facilities. This should include access to Wi-Fi.	1
3.2.11	Access to an alternative pitch in the event that the primary facility is unavailable*. The alternative pitch must be on a different site, unless the pitch is of a different surface to the primary pitch, to reduce the risk of both pitches being unplayable. As a minimum, this should meet the aforementioned standards for: <ul style="list-style-type: none"> • Playing area and environment • Changing facilities for teams and referees • Medical facilities and emergency service access <p>*It is not required to have the alternative pitch booked alongside the primary pitch for all fixtures, but it should be a pre-arranged option for teams to attempt to utilise during the season should there be issues with the primary pitch.</p>	3
3.2.12	In the event that an institution changes their regular home pitch for more than two matches then a risk assessment must be submitted to BUCS before the third match is played. This should act as a self-assessment audit of Sections 3.2, 3.4, 4.4 & 4.6.	2
3.2.13	Where possible, the pitch which the match is due to take place on must be booked for a minimum of 1 hour prior to the scheduled kick off to allow time and space for a warm up to take place. If this is not possible, due to unexpected circumstances, then a warm up of 30 minutes must take place with both teams having equal space on a surface that is the same as the match pitch.	2

3.3 Pre- and Post-Match Arrangements

Pre-match

3.3.1	The travelling team must contact the home team at least 6 days before a match asking whether travelling supporters can be accommodated at the venue.	3
3.3.2	The travelling team must send the name and contact information (phone number) of at least 1 responsible leader for every 50 travelling spectators to the home institution's fixture administrator. This communication must be sent at least 6 days before the fixture.	3

	The responsible leader's duty is to monitor the behavior of travelling spectators. Institutions are reminded of their duty to spectator conduct under BUCS REG 5 .	
--	--	--

Post-match

It is customary for teams to provide post-match catering for visiting teams and match officials. It should in the first instance be assumed that this will be the case. In the following instances sanctions will apply:

3.3.3	The home team fails to provide post-match catering to an away team that has traveled in excess of 150 miles to the fixture without giving them least 24 hours' notice. For the avoidance of doubt, at a minimum this should be a hot, takeaway or sit-down meal for: <ul style="list-style-type: none"> • All 23 squad members • At least 4 support staff 	2
3.3.4	The away team declines the offer of post-match catering and/or fails to confirm whether they would like to have a sit-down meal or take-away without giving the home team 48-hours' notice.	2
3.3.5	If a sit-down meal is requested, it is expected that post-match catering will be provided in a separate dedicated room such as a food hall.	1
3.3.6	All 3 match officials appointed to a fixture should receive post-match catering.	2

3.4 Medical Facilities and Equipment

3.4.1	<p>Each Club must provide a dedicated medical treatment room at the primary ground for players at its principal home ground and any other ground hosting first team games.</p> <p>The minimum physical requirements for a medical treatment room are:</p> <ul style="list-style-type: none"> • access available to both teams • access for a stretcher from the pitch and to an external exit accessible by ambulance, with a minimum corridor and door width of 1.2m • in exceptional circumstances where it is not possible for 1.2m door width, a minimum of 0.8m door width is accepted if an ambulance cot is provided pitch-side to allow movement of injured/ill player with extrication team member at either end of the cot. There must be access from the pitch to the medical room for an ambulance cot and equally access to the ambulance from either the pitch-side or medical room to the ambulance for the ambulance cot. • floors to be non-slip, impervious and washable wall linings, and worktops to be easily cleaned, to comply with hygiene and infection control requirements • a sink with hot and cold running water • direct access to a WC (where WC provision is located within 20m of the medical room and does not require access through a public area). • adequate lighting and heating <p>The minimum equipment requirements of a medical treatment room are:</p> <ul style="list-style-type: none"> • drinking water and disposable cups • soap and paper towels • adequate arrangements for the safe and proper disposal of clinical waste and sharps e.g., needles • contain at least one examination couch with waterproof protection, clean pillows and blankets or towels • adequate storage facilities for relevant medical equipment • a chair • The room must be cleaned regularly in accordance with national guidelines and health and safety regulations 	3
3.4.2	<p>During matches, the home team must ensure the following medical equipment is available pitch side:</p> <ul style="list-style-type: none"> • Split long board (EXL Scoop or equivalent) with Head Immobiliser and appropriately trained stretcher bearers • Cervical Stiff Neck Collar(s) - 2 adjustable collars or an assortment of collars to fit every player within the Club (extrication collar). Soft neck collars are not suitable. <p>AED Cardiac Defibrillator – ideally with a manual override and monitor</p>	3
3.4.3	<p>Access to a separate room which can serve as a doping control room on match-day if required (which may or may not also serve another purpose), with appropriate toilet facilities.</p>	2

4. MARKETING AND COMMERCIAL

Teams will comply with **Marketing and Commercial Guidelines** (see Appendix 2).

It is the Programme Manager's responsibility to share this internally with the relevant parties.

BUCS retains the right to adjust this document should there be significant changes throughout the season to any of the relevant areas.

4.1 Brand

Each participating institution will:

4.1.1	When provided by BUCS, use the digital and promotional toolkit to deliver inward- and external-facing promotional assets. Sign-off process to be agreed with BUCS.	2
4.1.2	Upon request, provide relevant club logo, where required, in all formats (AI/EPS/PNG etc.)	2
4.1.3	Provide their institution's primary and secondary colour codes for graphic design purposes.	2
4.1.4	If an institution wishes to print the BSR logo on their playing kit, they must get prior approval from BUCS.	3

4.2 Resourcing

Each participating institution will provide the following:

4.2.1	Full and appropriate social media activation – as a minimum, every team must have their own X (formerly Twitter) and Instagram account. Additional social media accounts are optional.	2
4.2.2	A designated media and marketing representative from the institution AU/SU or institution marketing department, to coordinate promotion across digital platforms.	2
4.2.3	A designated media and marketing representative from the rugby club to execute match day promotion and live coverage*.	2
4.2.4	Adherence to digital and social guidelines (as outlined in BSR Marketing and Commercial Guidelines) and use of the specific hashtags to drive conversation and fan engagement online as agreed.	1

*Must be available to provide live social media coverage of home matches

4.3 Promotion

Each participating institution will:

4.3.1	Provide their first team captain and head coach for pre-season media launch (<i>if requested</i>).	2
4.3.2	Produce pre-season individual player headshots as per the standards set in BSR Marketing and Commercial Guidelines and share these with BUCS prior to the first fixture.	1

4.3.3	Provide access to training sessions and other collective team sessions for photo/video content, agreed between BUCS and the institution, if requested with reasonable notice.	1
4.3.4	Provide access to selected players and staff for interview at given times throughout the season with reasonable notice.	1

4.4 Match-Day

Pre-match Promotion

4.4.1	Produce regular content on team social media pages.	1
4.4.2	Provide access to coach, captain and/or one player for interview in week preceding match day as agreed (can be remotely conducted if required).	1
4.4.3	Announce team sheets prior to kick off on social media For matches being live streamed, teams should be announced 24 hours in advance of kick off.	1

Match Day

4.4.4	The home team will provide live social media coverage of the game. This can be done via X (formerly Twitter) and/or Instagram. As a minimum, this should include and the half-time and full-time score.	2
-------	---	---

Post-Match

4.4.5	All teams to provide 1 x player and 1 x coach for post-match interviews, when BUCS marketing staff or media agency in attendance.	1
4.4.6	An institution must supply a minimum of 20 high-definition images from three separate matches throughout the season. These will be requested at intervals throughout the season as listed below: <ul style="list-style-type: none"> • Week following Round 4 • Week following Round 9 • Week following Round 14 Therefore, institutions should ensure a photographer catches images for one match during these intervals.	1

Match Day Operations

4.4.7	<p>At selected matches, office space to be provided for BUCS/ BSR representative to work from, including but not limited to:</p> <ul style="list-style-type: none"> • Standard table and chairs • High-speed Wi-Fi required or 5 x internet connections • x 4-way power suppliers • Facilities or Operations Manager to be available for assistance if problems occur, and to make sure media area is fully functioning • Each institution will provide within their home venue on match-day an agreed site for pre and post-game interviews 	1
-------	---	---

4.5 Media Requirements

4.5.1	Each institution to work with BUCS and their designated media agency, to find opportunities for media coverage in institution's local remit.	1
-------	--	---

4.6 Broadcast

4.6.1	<p>Matches cannot be broadcast by any institutions unless it has been discussed and approved by BUCS, to ensure quality and consistency across the product. For avoidance of doubt this includes but not limited to an institutions' own social media, any online platform or broadcast channels.</p> <p>Institutions are responsible for ensuring there is no third-party live broadcast. Operation at any of their home fixtures and will work with BUCS to pull down any breach of this requirement.</p>	3
4.6.2	<p>If an institution is responsible for a broadcast not going out as per the agreed schedule, they will be responsible for covering the cost of the broadcast provider's expenses.</p> <p>Further details are in the Broadcast Guidelines.</p>	3
4.6.3	Provide coaches, captain and requested players for pre- and post-match live interviews when requested.	1

4.7 Commercial

Each institution will:

4.7.1	Agree to reference commercial partners with league promotion and promote activations as set out in the Marketing and Commercial document.	2
-------	---	---

4.7.2	<p>Agree that BUCS own the commercial rights for the following assets:</p> <ul style="list-style-type: none"> • All digital activations associated with the live stream • All digital activations associated with the BSR website, social media pages and any other forms of digital platforms created and owned by BUCS • Post protectors for all games • The match ball for all games • The BSR Man of the Match award for all games • Pitch side branding for all games (e.g., perimeter promotional boards) • Naming rights to the BSR <p>Agree to work with BUCS and Commercial/Media Partners to accommodate activations and physical branding from BSR's commercial partners for all games.</p> <p>Agree to utilise kit and equipment from providers engaged by BSR in the capacity of official suppliers.</p> <p>While BUCS owns and reserves the right to utilise these assets, institutions may seek partnerships for the following in the event BUCS does not utilise these; post protectors, match ball, pitch-side branding.</p> <p>Please note that BUCS may onboard a partner at any stage of the season to utilise these assets, and institutions will need to ensure their agreements reflect this. Approval must be sought by BUCS before utilising these commercial assets, and BUCS reserves the right to reclaim these at any time.</p>	3
4.7.3	<p>Agree to liaise with all match venues to ensure any branding that is deemed to be inappropriate, places BUCS into disrepute or conflicting with BSR commercial partners is not displayed during the matches (for example but not limited to gambling brands, tobacco brands and other).</p>	1
4.7.4	<p>Agree to liaise with BUCS when considering commercial agreements impacting any rights referred to as BUCS owned or have any reason to doubt the rights they are committing to.</p>	2
4.7.5	<p>Agree to notify BUCS of current and new commercial partnership agreements impacting their BSR team. The information needed will be commercial partner name, their sector, and key involvements/sponsored assets (e.g., Endsleigh, insurance company and main shirt sponsor).</p>	1

Commercial contracts which pre-exist the establishment of BSR will be permitted to run their course, and the terms of these will be honored. Upon expiry of these contracts, and through any processes of renewal, it will be expected that these MOS will be observed.

4.8 Branding and Signage

4.8.1	<p>Where provided by BUCS, each institution is to use BSR or a commercial partner's branding at home fixtures. This may include post protectors, perimeter promotional boards and interview boards where appropriate. BUCS will allow institutions to utilise 25% of pitch side branding at all times (for clarity even with a partner in place). When these assets are not utilised by BUCS, institutions may utilise these assets, upon approval by BUCS, for any branding and/or partner activations. However, please note that BUCS may onboard a partner at any stage of the season to utilise these assets, institutions will need to ensure their agreements reflect this.</p> <p>In the case of BUCS or the institution signing a conflicting sponsor, an effort will be made to resolve the matter so both parties may benefit.</p> <p>In the first instance, there is no intent to restrict who institutions work with or limit the sectors BUCS could partner with regarding BSR or BUCS sponsorship (the same would apply to front of shirt sponsors).</p>	2
-------	--	---

5. OPERATIONS

5.1 Player Registration and Team Selection

5.1.1	A complete and accurate 'Match Data' form must be submitted to BUCS within 24 hours of a match finishing.	2
-------	---	---

5.2 Feature Events

Each institution will work with BUCS to identify an appropriate feature game for the 2023/24 season.

This involves selecting one home fixture for which there is increased marketing to promote the fixture as a BSR league match. (We encourage the host team to source a stadium or larger venue for this fixture)

Each institution will:

5.2.1	Use its best endeavors to find a suitable venue that complies with all player welfare and facility requirements as outlined in this document.	2
5.2.2	Execute a robust marketing and promotion plan, engaging home and away supporters as well as the wider non-student community.	2
5.2.3	Increased social media activity to advertise the match and increase awareness of the BSR programme.	2
5.2.4	Where provided by BUCS and/or media partner(s), adhere to the match day operations plan and event rider.	2
5.2.5	Manage match day operations with the venue, and host official media partner(s) in accordance with match day operations in Section 4: Marketing and Commercial .	2
5.2.6	Stadium announcements will refer to the full name of the league, including any sponsors.	2

5.3 Analyst Data

5.3.1	A high-quality match day video recording must be submitted to BUCS, -by uploading to Elitehub, within 24 hours of a match finishing. This should include the entire match, and footage must be filmed from the halfway point, a minimum of 2 metres above pitch level and from a wide-angle camera. The footage must also contain audio from referee microphones, where possible.	2
-------	---	---

5.4 Data Capture

All data capture will be compliant with GDPR and any other data management legislation.

5.4.1	<p>All participating institutions will provide BUCS with the names and contact details for individuals who fulfil the following roles within BSR management/operations if applicable. This will be requested prior to the start of the season:</p> <ul style="list-style-type: none"> • Programme Manager • Director of Rugby • Head Coach • BSR Team Captain • Medical lead • Marketing/Media Lead from University Marketing Department • Marketing/Media Representative from rugby club • Analyst 	1
5.4.2	<p>Each team must submit the following information to BUCS ahead of an agreed deadline, so that a league handbook may be provided to teams in advance of the season:</p> <ul style="list-style-type: none"> • Home pitch name and address, including any local travel advice and directions to enter the facility; and directions to changing rooms upon arrival. • Home and away kit colours (Shirt, shorts and socks) • Name and phone number of Director of Rugby/Head Coach • Name and phone number of individual responsible for medical provision at home ground 	1
5.4.3	<p>Member institutions will support BUCS with any further collation of data as and when required, in line with GDPR.</p>	1