

Sir Colin Campbell  
Vice Chancellor  
University of Nottingham  
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21 December 2000

Dear Sir Colin

**Re: Nottingham University and industry tobacco funding**

Thank you for your reply of 14 December 2000.

In defending your decision to accept funding from British American Tobacco for a Centre for Corporate Social Responsibility, you assert that the donation complies 'to the letter' with the guidance and protocol of the Committee of Vice Chancellors and Principals (CVCP) and Cancer Research Campaign.

This claim does not bear scrutiny - in our view the donation clearly violates the guidance.

The CVCP guidance states: "*Funding which gives favourable publicity to a tobacco company [...] or which is likely to show [...] the tobacco industry in a favourable light should be rejected.*"

However, in the press release of 4 December announcing the donation, you stated: "*British American Tobacco is working hard to address the changing expectations of society and its stakeholders. It has a genuine commitment to engaging constructively, and to supporting higher education and the development of the management skills-base in the countries where it operates.*"

That led to favourable publicity for BAT and is a clear attempt to depict a tobacco company in a favourable light. Assisted by such panegyric commentary from Nottingham University, the donation is an important public relations offensive by BAT and so infringes the CVCP guidance.

Furthermore, in claiming that compliance with the guidance and protocol somehow legitimises the donation you have seriously misunderstood and misrepresented its purpose. The Protocol describes the circumstances in which CRC would withdraw funding from university researchers. This is

determined only by the *proximity* of the tobacco-funded research to CRC's researchers - it does not in any way legitimise or approve any tobacco donation. Implicit in CRC's protocol is the idea that tobacco money is *always* tainted. The protocol merely defines the circumstances in which CRC takes sanctions.

You suggest we should respect the views of those that disagree with us. I would find this easier to do if you had made any attempt to address the many arguments put to you in my letter and by other critics, rather than misusing the guidance and protocol of the CVCP and Cancer Research Campaign.

Finally, I enclose evidence ASH submitted to the Commons Health Select Committee on tobacco smuggling. This led to the Committee calling for an investigation into BAT's involvement in smuggling, and, subsequently, the DTI launching the investigation. It paints a very bleak picture of BAT's business practices.

I still hold out the hope that you will reconsider this decision.

Yours sincerely

Clive Bates  
Director

Encs.

[ASH evidence to the Health Select Committee](#)  
[Committee's analysis and recommendation with regard to smuggling](#)  
[DTI announcement of an investigation into BAT](#)