



WEDNESDAY, JUNE 4TH 2025

CELTIC CONNECTIONS

WELCOME!

New Rules - The Future is Now!

Phil Benton, James Coe and Alan Roberts - Counterculture



NEW RULES
THE FUTURE IS NOW

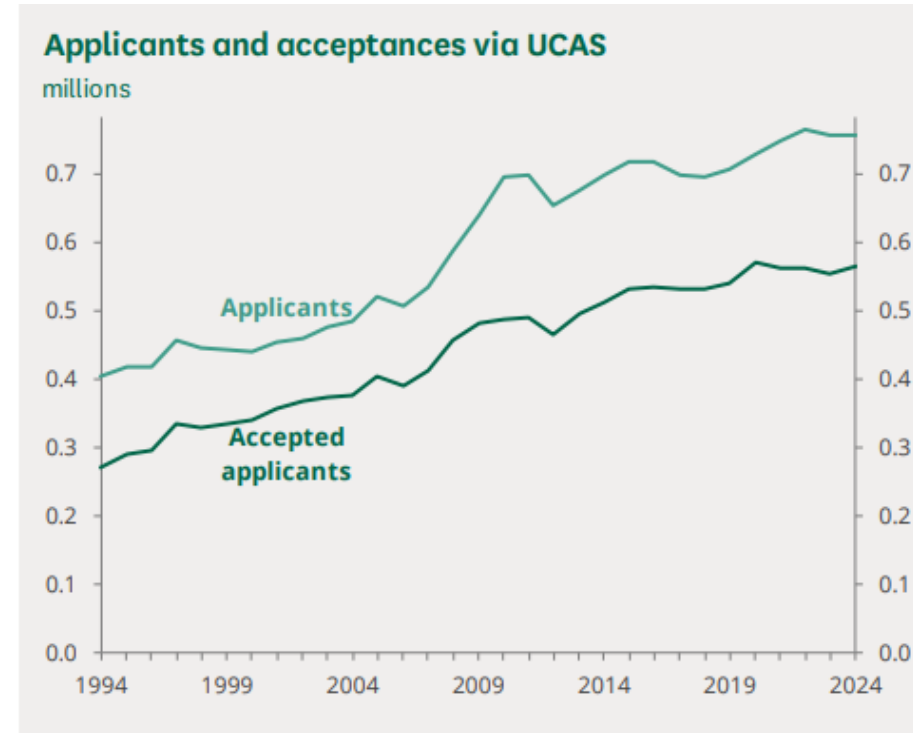
COUNTERCULTURE PARTNERSHIP LLP

ALAN ROBERTS// PARTNER
PHIL BENTON// SENIOR PARTNER
JAMES COE// SENIOR PARTNER
JUNE 2025

INTRODUCTION



THE CHANGING SECTOR



C O S T O F L I V I N G

... BBC

Cost of living: Swansea University launch foodbank

A foodbank for university students has been launched after concerns some are struggling with rising costs. Swansea University Students'...

3 weeks ago



... BBC

Cost of living: University of Kent students use food bank

The food bank is called Campus Pantry in an attempt to remove some of the stigma attached to using a food bank. Benjamin Bradley, vice-president...

1 week ago

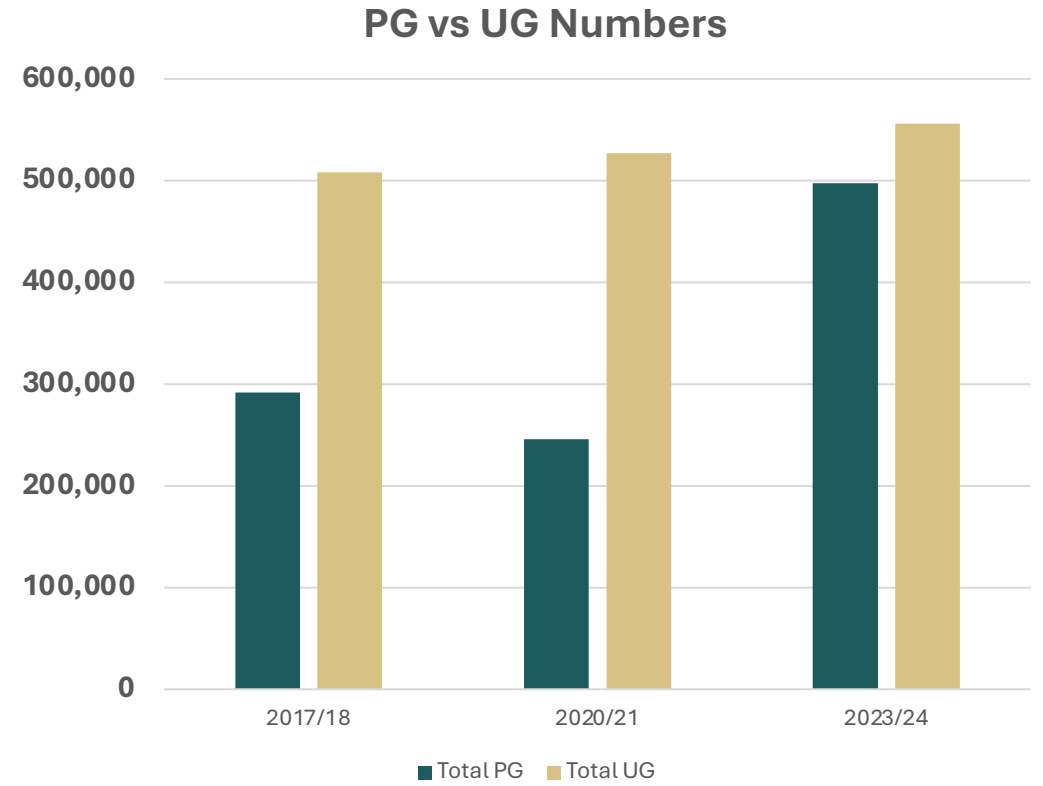


Universities in England and Wales double or triple student hardship funds

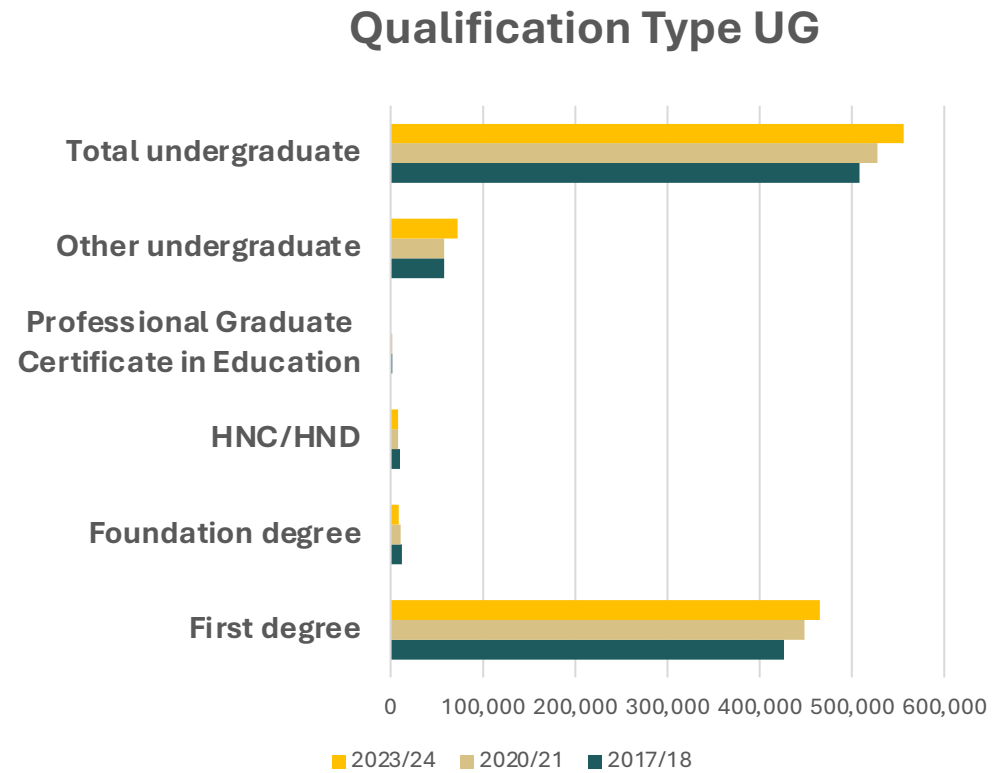
University and student leaders say they are seeing signs of students unable to cope with cost of living crisis

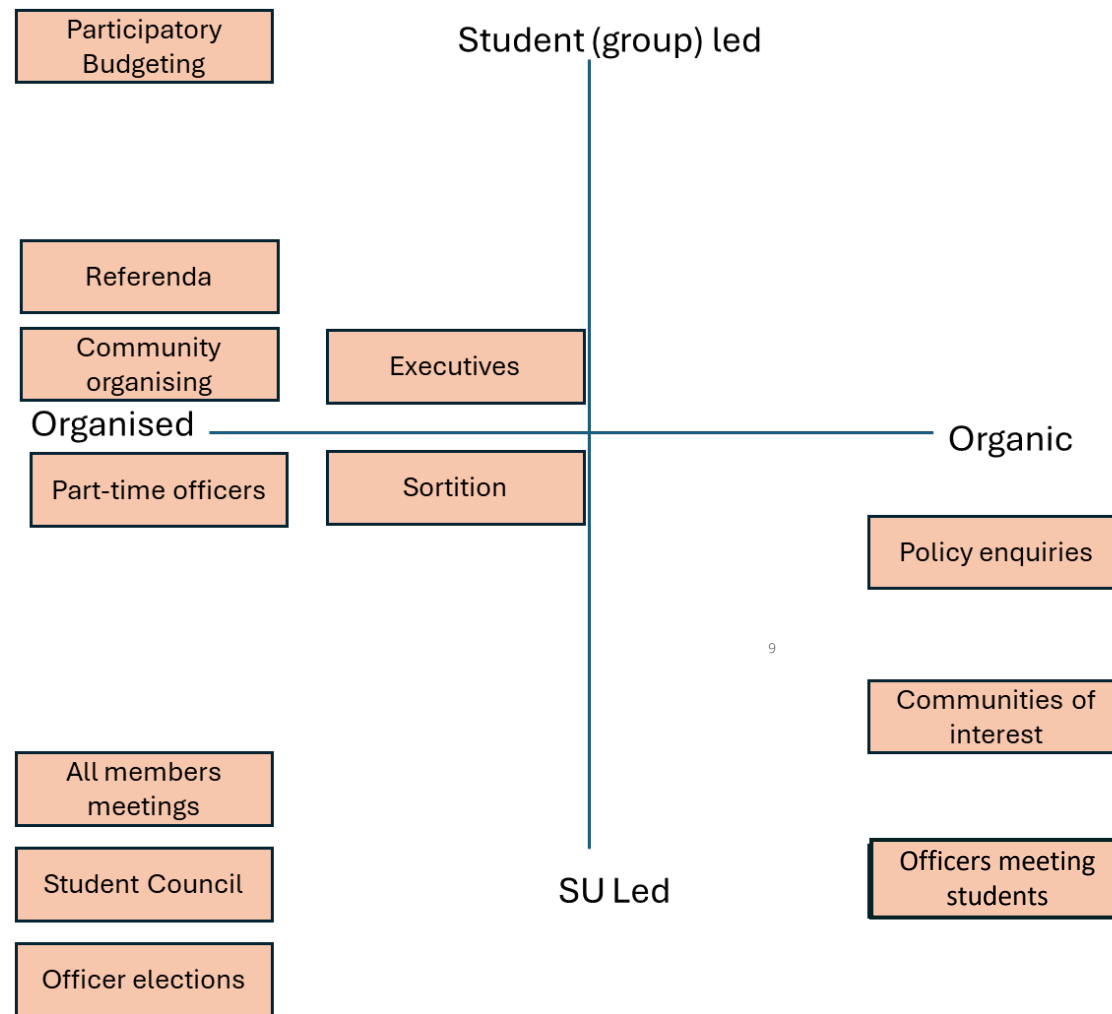
Cost of living: 'I skip university lectures to do paid work instead'

ENTRANTS



ENTRANTS







NEW RULES

ONE OF THREE NEW RULES

- Democratic and union engagement activities can take no longer than 20 minutes.
- All maintenance is essentially removed – students only financial support comes from employment alongside study. Focus on the fact that all of your members are now working full time hours alongside study.
- Student identity is now 100% focussed at the school or department level. Each school in your institution now must have its own, separate students' union, with no formal role for any form of centralised union.

11

I N S T R U C T I O N S

- Your rule will create problems for you.
- List five of these problems
- We are treating this like a risk/impact assessment
- For each problem you must come up with at least one response that either:
 - Reduces the likelihood of the problem actually happening
 - Reduces the impact of the problem when it happens
 - Enables you to accommodate or accept both the likelihood and existing impact of the problem.
- Only thing you can't do is remove your rule. No semantics

HOW DO WE
WORK IN THE
HERE AND NOW

- Delete the rule
- Delete the problems it caused
- Look at your actions in isolation – anything good in there



REFLECTIONS



C O N T A C T U S

Phil@Counterculturellp.com



counterculturellp.com



contact@counterculturellp.com



linkedin.com/company/counterculture-partnership



twitter.com/countrcultureUK