



Higher Education Public Information Policy and Procedures

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Author:	Assistant Principal Higher Skills
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1. Policy

1.1 Introduction

The purpose of this policy is to provide clarity over specific measures taken by the Hugh Baird College University Centre (HBUC) in satisfying itself that control measures are in place for the information that is published in relation to its Higher Education (HE) provision.

The policy covers information published in electronic or printed format, which refers to HE academic programmes, services, corporate strategy and policies.

This policy does not cover letters, verbal communication, teaching and learning materials, presentations, scholarly activity, creative work or staff recruitment advertisements.

The HBUC is committed to publishing information that is accurate and fair and we aim to enable both internal and external audiences to gain an accurate impression of the organisation in order to make informed decisions.

1.2 Aim

To ensure that the published information enables students and external stakeholders to make informed judgements and that the information is:

- Accurate
- Fit for purpose
- Trustworthy
- Transparent and open
- Timely and up to date
- Accessible

That it allows clear and effective communication about the HBUC and meets the legal requirements for Copyright, Designs and Patents Act 1988 and subsequent amendments as well as the requirements of the GDPR (May 2018), quality standards set out by the UK Quality Code and MATRIX, as well as compliance with the Consumer Protection Law (CPL) for Higher Education.

2. Accessibility

- 2.1 All information will be provided in accessible formats on request in order to meet the needs of individuals.
- 2.2 Requests for alternative formats can be made to the Head of Marketing and Admissions, who will endeavor to ensure requests are met, provided these are reasonable and economically possible.

3. Policies, Procedures and Strategies

- 3.1 Review of the HBUC policy and procedures are completed every two years and agreed at the Higher Education Quality (HEQ) meeting. Consultation with relevant stakeholders and/or users of any related procedures.

- 3.2 Responsibility for the authoring and review of the HBUC policy and procedures are allocated to appropriate staff. The Assistant Principal Student Experience and Support will be responsible for the signing off of policy and procedures for the HBUC in the Policies and Procedures meeting.
- 3.3 Staff development is conducted annually and follows any significant changes to a policy or strategy.
- 3.4 Policy, procedures and strategies will be published externally in accordance with the Definition document for Further Education Colleges, regulatory bodies and standards agencies.
- 3.5 Policies which directly affect students and relate to recruitment, admissions, complaints and appeals, examinations and student discipline will be available in a timely fashion through the HBUC website.

4. Procedures

- 4.1 HBUC Information takes the form of the following:

Marketing

- HBUC website
- HE Prospectus
- UCAS website
- Internal and external advertising i.e. posters, flyers, banners, newspaper adverts, press releases, postcards, leaflets
- Social Media

Student Communication

- Microsoft Teams
- Course Handbook
- HBUC website
- As part of the offer stage via email

Staff Communication

- Microsoft Teams
 - HBUC website
 - Staff development
- 4.2 Public information is only authorised by nominated line managers within HBUC to ensure that public information is accurate, consistent with the Consumer Protection Law (CPL).
 - 4.3 HBUC follows the marketing procedures of the partner Higher Education Institutions (HEI) to maintain compliance with the Consumer Protection Law (CPL).
 - 4.4 In practice staff have authority to communicate autonomously in a range of media, however if information displays the Higher Education Institutions (HEI) branded logo and course titles then procedures are adhered to as stated above.

- 4.5 The HBUC logo can only be used with adherence to the College standards and brand guidelines.
- 4.6 All course handbooks are produced annually by the Higher Skills Manager Quality and Compliance in order to maintain quality standards and adherence to the HEI partnership quality assurance guidelines as well as compliance Consumer Protection Law (CPL).
- 4.7 All course handbooks are uploaded to the College website by the marketing team to ensure compliance with the Consumer Protection Law (CPL).

5. Marketing Communication

- 5.1 This includes both printed and electronic publications and advertisements that are designed to promote courses to potential students.

- 5.2 Definition of terms

'Prospectus' – a printed and electronic document that illustrates the HE provision both full and part time, undergraduate and post graduate in the form of Teacher Training etc. Further information is also made available in the form of support and procedures for applying to courses.

'Publications' – documents and other items published by HBUC including leaflets, banner stands, webpages, advertising, text/images that appear in external publications.

- 5.3 HBUC seeks to make all reasonable efforts to ensure the accuracy of all information that is provided by defined individuals within HBUC. The University Centre is committed to abiding by the marketing procedures of both HBUC and partner HEIs in order to comply with the Consumer Protection Law (CPL).

6. HBUC Prospectus

- 6.1 Procedures are in place for the checking and accuracy of the information published within the HE prospectus at both HBUC and the partner HEIs. A series of checks are undertaken to ensure accuracy at the time of going to print. A disclaimer is displayed within the prospectus in order to clarify any changes that occur after publication along with a signpost to the HBUC website for further updated information.
- 6.2 The HE prospectus is compiled by the Marketing and Events Coordinator who works in conjunction with the Assistant Principal Higher Skills and Director Higher Skills (Standards). In turn other lead personnel are involved in the accuracy of items such as student support and student finance. Course information is approved by the HEIs at the time of course approval or Course Review (CR) / re-validation. All approvers are accepting responsibility for the statements that are used as being factually accurate and compliant with legislation at the time of going to print.
- 6.3 In turn any updated information within the new prospectus is mirrored on the HBUC website and other internally and externally facing literature.

- 6.4 Information provided to external organisations is signed off by the Head of Marketing and Admissions, however the HBUC does not accept responsibility for the accuracy of the information reproduced by other agencies once it has left the College.

7. Communication with the press/media

- 7.1 No individual member of staff has the authority to speak to or contact the media or respond to requests. All requests are to go through the Head of Marketing and Admissions Manager.
- 7.2 Press releases can only be issued by the marketing team and authorised by the Head of Marketing and Admissions.

8. HBUC website

- 8.1 At the HBUC we are committed to making it easier for prospective and current students and the wider general public to access information that we publish about the courses we offer and ourselves.
- 8.2 The Office for Students (OfS) has specified the information they expect higher education providers to make available online or by request.
- 8.3 The HBUC/HBC student facing policies are published on the HBUC website along with a link to the HEI student facing policies.

8.4 Imagery

Any images, video or music is copyright of the College or if this is not the case is used with permission and acknowledged.

Images of students are compliant with the Data Protection Act 2018.

The social networking sites are badged as belonging to College or department teams and are managed appropriately, in line with the College's Social Media Policy, with marketing having overall responsibility.

8.5 Programme Specifications

All HE course programme specifications are held on the HBUC website.

8.6 Discover Uni

Discover Uni – HE courses that are eligible for completing the National Student Survey (NSS), will display the results on the course landing page on the HBUC website.

8.7 Partner Universities/Higher Education Institution (HEI)

The partner universities complete an annual check of all public information that has been produced throughout the academic year, as well as during Periodic Course Reviews (PCR) / re-validations, this includes both digital copies and the HBUC website.

As and when publicity materials are created the Marketing and Events Coordinator will forward to the partner universities to ensure compliance with the HEI brand guidelines and the Consumer Protection Law (CPL).

9 Responsibility

9.1 The following staff are identified as having collective responsibility for the accuracy of information:

Responsibility for:	Member of Staff
Has a principal view of all HE Information.	<ul style="list-style-type: none"> AP Higher Skills
<p>Overall responsibility for compliance with the QAA UK Quality Code and the CPL with regards to Public Information.</p> <ul style="list-style-type: none"> Audit of HBUC website and UCAS website in conjunction with the Marketing and Events Coordinator. Liaison with the marketing team on marketing campaigns, events and promotions of the HE offer 	<ul style="list-style-type: none"> Director Higher Skills (Standards) Marketing and Events Coordinator
<p>Centralised control over:</p> <ul style="list-style-type: none"> Marketing Communication i.e. website, prospectus and online media Communication with the press/media Protection of the HBC and HBUC brand Compliance with the HEIs brand guidelines and policy on partner institutions marketing guidelines Compliance with the UK Quality Code Compliance with CPL Communications with offer holders 	<ul style="list-style-type: none"> Head of Marketing and Admissions
<p>Responsible for the accuracy of:</p> <ul style="list-style-type: none"> The HE prospectus, internal and external advertising, publicity material Communication with HEIs on all public information that displays the brand and advertising of their courses Protection of the HBC and HBUC brand Compliance with the HEIs brand guidelines and policy on partner institutions marketing guidelines Liaison with Director (S) on information Compliance with the UK Quality Code Compliance with CPL Communications with offer holders 	<ul style="list-style-type: none"> Marketing and Events Coordinator
<p>Responsible for the management of:</p> <ul style="list-style-type: none"> HBUC website HE social media 	<ul style="list-style-type: none"> Marketing and Events Coordinator

<ul style="list-style-type: none"> • Protection of the HBUC brand • Compliance with the HEIs brand guidelines on all published information that advertises the HEIs courses • Annual Website Audit - in conjunction with HEAL (S) • Liaison with HEAL (S) on information • Liaison with Admissions Coordinator on any changes to the HBUC website to ensure consistency of UCAS information • Compliance with UK Quality Code • Compliance with CPL 	
<p>Responsible for the accuracy and annual up-date of:</p> <ul style="list-style-type: none"> • Course handbooks • Audit of the HBUC Wider Information Set (WIS). 	<ul style="list-style-type: none"> • HS Manager (Q&C)
<p>Responsible for the accuracy and annual up-date of:</p> <ul style="list-style-type: none"> • The course landing page information and supporting images etc • Course sheet information – to be approved via the HEI link tutor • UCAS accuracy of course information • Liaison with Events and Marketing coordinator with regards to news • Liaison with the Digital Marketing Coordinator with regards to imagery for the course landing page • Liaison with HEAL (S) on information to ensure accuracy of information • Compliance with the UK Quality Code 	<ul style="list-style-type: none"> • HE Course teams
<p>Responsible for the accuracy of:</p> <ul style="list-style-type: none"> • HE Admissions Policy and Procedures • UCAS information • Accuracy of HE course codes • Up-dating of the UNISTATS dataset • Maintenance and up-dating of the UCAS website • Liaison with both Director (S) and Digital Marketing Coordinator to ensure accuracy of all information on courses • Compliance with the UK Quality Code • Compliance with CPL 	<ul style="list-style-type: none"> • Higher Skills Administrator – Quality & Compliance

Hugh Baird College

Balliol Road
Bootle
Liverpool
L20 7EW

Telephone

0151 353 4444

Email

enquiries@hughbaird.ac.uk

www.hughbaird.ac.uk