

# LCCA Public Information Policy and Procedures 2023-25

<b>Effective Date:</b>	1/10/2023
<b>Version Number:</b>	1
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<b>Review Date:</b>	October 2025
<b>Approved by:</b>	Academic Board
<b>Quality Matrix:</b>	CMA Guidance for Higher Education Institutions – May 2023 QAA Advice and Guidance on Admissions, Recruitment and Widening Access Discover Uni Guidelines
<b>Disseminated by:</b>	LCCA website, Canvas, Teams, Student Handbook

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## **Introduction**

- 1.1 The purpose of this policy is to provide clarity over specific measures taken by LCCA in satisfying itself that control measures are in place for the information that is published in relation to its Higher Education (HE) provision.
- 1.2 The policy covers information published in electronic or printed format, which refers to HE academic programmes, services, and policies.
- 1.3 This policy does not cover letters, verbal communication, teaching and learning materials, presentations, scholarly activity, creative work or staff recruitment advertisements.
- 1.4 LCCA 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 to make informed decisions.

## **Policy Aim**

- 2.1 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
- 2.2 That it allows clear and effective communication about LCCA and meets the legal requirements for Copyright, Designs and Patents Act 1988 and subsequent adjustments as well as the requirements for the Data Protection Act 2018 (GDPR), quality standards set out by the UK Quality Code and MATRIX, as well as compliance with the Consumer Protection Legislation (CPL) for Higher Education.

## **Accessibility**

- 3.1 All information will be provided in accessible formats on request in order to meet the

needs\_of individuals. Additional formats for all documentation can be requested via the marketing team.

## **Policies, Procedures and Strategies**

- 4.1 Review of the LCCA policies and procedures are completed annually and agreed at the Academic Board Meeting/Senior Management Team meeting.
- 4.2 Responsibility for the authoring and review of the LCCA policy and procedures are allocated to the relevant Heads of Department. The Principal/SMT will be responsible for the signing off policy and procedures for LCCA.
- 4.3 Staff development is conducted annually and follows any significant changes to a policy or strategy.
- 4.4 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 LCCA website and on the students VLE (Canvas).

## **Procedures**

- 5.1 LCCA Information takes the form of the following:

### **Marketing**

- LCCA website
- College Prospectus
- Internal and external advertising i.e. posters, flyers, banners, newspaper adverts, postcards, leaflets
- Social Media

### **Student Communication**

- LCCA Student Canvas (VLE)
  - Course Handbook
  - LCCA Student Handbook
- 5.2 Public information is only authorised by nominated line managers within LCCA to ensure that public information is accurate, consistent and in line with external rules

and regulations.

- 5.3 LCCA follows the marketing procedures of the partner Higher Education Institutions (HEI) to maintain compliance with the information being provided.
- 5.4 The LCCA logo can only be used with adherence to the College standards and brand guidelines.
- 5.5 All handbooks are updated annually in line with the HEI's guidance.
- 5.6 All handbooks are audited annually in order to preserve quality standards and adherence to the HEI partnership quality assurance guidelines.
- 5.7 All course leaders are responsible for the maintenance of their course area VLE content. Regular audits are undertaken ~~place~~ to ensure compliance with the approved published information.
- 5.8 Audit activity is undertaken termly to ensure minimum requirements are on the VLE.

## Marketing Communication

- 6.1 This includes both printed and electronic publications and advertisements that are designed to promote courses to potential students.
- 6.2 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 LCCA including leaflets, display stands, webpages, advertising, text/image that appear in external publications.

- 6.3 LCCA seeks to make all reasonable efforts to ensure the accuracy of all information that is provided by defined individuals within LCCA and committed to abiding by the marketing procedures of both LCCA and partner UCA in order to

comply with external regulations and requirements.

## **LCCA Prospectus**

- 7.1 Procedures are in place for the checking and accuracy of the information published within the HE prospectus at LCCA. A series of checks are undertaken to ensure accuracy at the time of going to print.
- 7.2 The prospectus is compiled by the Marketing Team who works in conjunction with Course Directors. 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 UCA at the time of course approval or Periodic Course Review (PCR) / re-validation. All approvers are accepting responsibility for the statements that are used as being factually accurate and compliant with legislation at the time.
- 7.3 In turn any updated information within the new prospectus is mirrored on the LCCA website and other internal and external literature.
- 7.4 Information provided to external organisations is signed off by the Managing Director and the Senior Management Team, however LCCA does not accept responsibility for the accuracy of the information reproduced by other agencies once it has left the College.

## **Communication with the press/media**

- 8.1 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 Managing Director and Marketing Team.
- 8.2 Press releases can only be authorised and issued by the Managing Director.

## **LCCA website**

- 9.1 At LCCA 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.
- 9.2 LCCA has updated policies and procedures relevant to students uploaded on the

website, along with links to the validating body.

- 9.3 The LCCA website is maintained by the Marketing Team who regularly review the website and ensure the information is correct.

## Imagery

- 9.1 Any images, video or music is copyright of the College or if this is not the case is used with permission and acknowledged.
- 9.2 Images of students are compliant with the Data Protection Act 1998. Consent is sought during enrolment and at events to ensure students are aware of where and how images will be used.
- 9.3 The social networking sites are badged as belonging to College or department teams and are managed appropriately by the Student Engagement Course Team, with marketing having overall responsibility.

**Commented [MB1]:** Do we want to specify here that guest speakers/external visitors must explicitly consent to their image being used too?

**Commented [MB2]:** I'm no longer overseeing any social accounts. Each dept should now have their own which is managed by the course team/marketing.

## Programme Specifications

- 10.1 All course programme specifications are held on the website on each course page.

## Discover Uni Dataset

- 11.1 The Discover Uni dataset is managed by the validating university and LCCA support in compliance with the data submissions.

## Partner University

- 12.1 The validating partner completes 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 LCCA website.
- 12.2 As and when publicity materials are created the Marketing Department will forward to the partner universities to ensure compliance with any requirements and legislation.

## Appendix 1 – Partner Published Information Checklist

<b>Name of Partner Institution:</b>	
<b>Approved Course(s):</b>	

<b>Information to be provided</b>	<b>Collaborative partner website/prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>	<b>Review (tick to indicate inclusion)</b>
University for Creative Arts as degree-awarding body	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Statement as to the nature of the relationship between LCCA and the collaborative partner	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Correct use of the UCA identity	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Students' entitlements to services				<input type="checkbox"/>		
Student complaints and appeals procedures and how these are divided between the college and collaborative partner	<input type="checkbox"/>			<input type="checkbox"/>		

<b>Information to be provided:</b> For <b>prospective</b> students	<b>Collaborative partner website/prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>	<b>Review (tick to indicate inclusion)</b>
Location of study	<input type="checkbox"/>			<input type="checkbox"/>		
Course title/award	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Mode of study	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Application and admissions process	<input type="checkbox"/>	<input type="checkbox"/>				
Entry requirements	<input type="checkbox"/>	<input type="checkbox"/>				
Tuition fees and any additional costs	<input type="checkbox"/>					
Teaching, learning and assessment methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Resources and facilities available	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Accreditation information	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Advisory and support services available to students	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		



<b>Information to be provided:</b> For <b>current</b> students	<b>Collaborative partner website/ Prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>	<b>Review (tick to indicate inclusion)</b>
Course learning outcomes		<input type="checkbox"/>		<input type="checkbox"/>		
Module learning outcomes			<input type="checkbox"/>	<input type="checkbox"/>		
Reading lists			<input type="checkbox"/>			
Overall student workload			<input type="checkbox"/>			
Assessment details		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Placement/Work-based learning opportunities	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Administration of learning, teaching and assessment				<input type="checkbox"/>		
Access to the LCCA Policies and Procedures <i>Regulations and Terms and Conditions</i>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
Alumni services, pastoral services	<input type="checkbox"/>			<input type="checkbox"/>		