



POLICY 7 INFORMATION					
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Policy and procedures issued: April 2014

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Policy owner: Principal / CEO

UK Quality Code references:

Part B Chapter B1 Indicator 4
Part B Chapter B2 Indicator 3
Part B Chapter B3 Indicator 7
Part B Chapter B4 Indicator 4
Part B Chapter B9 Indicator 4
Part C Indicators 1-7

Other references:

CMA advice on consumer protection law to higher education providers (March 2015)



Introduction

The Academy considers that the provision of appropriate and accurate published information makes a vital contribution to the student journey and the successful operation and success of the Academy. The Academy ensures that prospective students are given the information they need in order to make informed decisions.

Terminology

In the context of this policy, 'public information' means all information produced and disseminated by the Academy for its students, potential students and stakeholders, as well as the general public. The term covers electronic and printed information.

Scope

This policy relates to the Academy's own public information. Relevant university and awarding body policy, regulations and protocols apply in the case of information provided directly by university partners and awarding bodies, but this policy also refers to the arrangements the Academy makes to publicise information relating to its programmes which are validated by its awarding bodies.

Public information includes website content, VLE content and printed material. It covers introductory information about the Academy and its programmes, marketing and promotional material, programme specifications, the student handbook and course/module handbooks.

Aims

The overall aim of the policy is to ensure that all public information produced by the Academy and its learning opportunities are: accurate, accessible, trustworthy and fit for purpose

Objectives

The objectives of the Information Policy and its related procedures are:

- to ensure that public information reflects the mission, values and strategy of the Academy and is accessible to students and stakeholders (see *UK Quality Code Part C*)
- to ensure that public information provides an accurate and appropriate introduction to the Academy for prospective applicants (see *UK Quality Code Chapter B1 and Part C*)



- to ensure that information provided for current students, both during induction and subsequently, is accurate and accessible (see *UK Quality Code Part C*)
- to ensure that programme specifications and student handbooks are accessible, accurate and informative (see *UK Quality Code Chapter B3; Part C*)
- to ensure that all new electronic public information is carefully checked for accuracy and completeness and signed off by an appropriate senior signatory
- to ensure that all new printed information, is carefully checked for accuracy and completeness and signed off appropriately
- to review the content and layout of information posted on the virtual learning environment and the Academy website on a regular basis to ensure its currency, accuracy and completeness (see *UK Quality Code. Part C*)
- to ensure that Academy's use of social media is carefully planned and monitored to ensure maximum impact and to minimise the problems sometimes inherent in the use of these media
- to ensure that students completing their studies are provided with a complete record of their achievement (see *UK Quality Code Part C*)
- to ensure that information provided to students complies with CMA recommendations and *Consumer Protection Regulations: Trading Regulations 2008* and *Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013*.

Related procedures

7.1 Procedures for review and sign off of published information

7.2 External review of website and printed matter

7.3 Use of social media

Additional procedures may be issued if an identified need for further guidance or clarity emerges.