



# **Dixons Allerton Academy**

## **Publicity Policy**

**Responsibility for Review: Senior Leadership Team**



## Statement of intent

The way the Academy presents itself externally, to Government and funding agencies, to business and the local community and to the general public is of ever-increasing importance.

Externally, high standards of content and presentation reflect the Academy's academic standing and self-esteem. In addition, promotional and recruitment materials (advertisements, prospectuses and newsletters) play a major part in the decision making process of potential scholars and employees. Consequently, there is an increasing need to develop and maintain quality control mechanisms.

**Signed by :.....**  
**(Principal)**

**Date:.....**

**Signed by :.....**  
**(Chair of Governors)**

**Date:.....**

## The aim

- ensure the Academy presents and promotes itself to its external markets positively and effectively, making the best possible use of resources through strategic planning
- all material distributed externally, for promotional purposes, represents and reflects the Academy's brand, activities, culture and ethos in a coherent, consistent and accurate way
- all scholar recruitment materials are accurate and representative, without being misleading; are accessible and user-friendly; contain the appropriate amount of relevant information to a potential applicant's needs; and up-to-date in terms of design and content
- the highest possible standards of design and production for such materials are achieved, within existing financial constraints
- academic publications appearing under the Academy's imprint are consistent with its high academic standards
- appropriate expertise and resources within the Academy and its subsidiaries are made available to individual academic and administrative departments in the preparation of promotional publications and publicity materials
- any external, including statutory, requirements laid upon the Academy in respect of publications and publicity are observed
- all electronic publications and Web-based materials are legally and morally acceptable and conform to the highest possible standards

## Responsibilities

### **The responsibilities arising out of the above are exercised as follows:**

The Principal has overall responsibility for overseeing the development and implementation of the Academy's Publicity Policy:

- visual identity and house style: general policy
- promotional and recruitment publications including prospectuses, corporate publications, and the Academy's web site; editorial policy governing the content and presentation of such materials.
- academic publications: oversight of presentation in accordance with policy on house style
- advertising, press, PR, branding and marketing
- the Principal may delegate part or all of these responsibilities as appropriate to individual members of staff.



## **Scholar Recruitment Materials**

Scholar recruitment materials include prospectuses, departmental booklets, leaflets, posters, flyers, corporate and departmental web pages, and exhibition materials.

Such materials fall under the remit of the Principal who commits the Academy to ensuring that the right people should receive the right information in an appropriate form and at the right time. Some materials i.e. prospectuses, booklets and leaflets, also form the basis of the contract between an applicant and the Academy.

All scholar recruitment materials must be legal, decent, honest and truthful.

Heads of Department are responsible for ensuring that the content of all their departmental recruitment and promotional material, including the prospectuses, departmental booklets and the Academy's web site, is factually accurate and that such materials are maintained and regularly updated.

## **Prospectuses and Equivalent Publications**

The Principal has overall responsibility for Academy prospectuses and related corporate publications, working in collaboration with other departments as necessary.

The editorial policy aims to ensure that promotional publications meet the needs of the target audiences by encouraging effective communication of accurate and relevant messages, through the combination of plain, concise language, consistent style and clear, logical design.

Departmental entries are therefore subject to overall editorial input, to help to ensure consistency of style in terms of language used, length of entry and approach.

All Heads of Department are expected to approve the content of their entries, by signing them off as correct, before design is undertaken.



## **Departmental and Programme Booklets**

The Academy has a scheme for producing recruitment and promotional materials which covers all department scholar recruitment materials including booklets, leaflets, posters and flyers.

Under the scheme, the Principal is responsible for overseeing the content and production of all departmental scholar recruitment materials, working in conjunction with departments.

Design and production are carried out in-house or externally, within the prevailing financial constraints, and are paid for out of the recruitment budget which is held by the Director of Finance and Administration.

The design proofs are checked by Principal and the department concerned; all parties agree design and content, prior to printing.

Departments are required to arrange production of all their scholar recruitment materials through the Principal's office to avoid wasting resources, and to ensure that the content of such materials conforms to Academy policy.

## **Departmental Specific Materials**

If departments are planning projects which involve the production of departmental-specific materials they are strongly advised to contact the Principal for advice before proceeding.

## **Web Site**

The I.T. department creates, manages and approves all web production and provides assistance and advice to all academic and administrative departments in the development of their web pages.

Unauthorised, illegal, poor quality or out-of-date contributions will not be mounted, or will be removed from the web server and referred to the Head of Department.

Templates are necessary to ensure consistency in design, navigation and structure across the site and will enable departments to create their web pages more easily and in compliance with the agreed Standards. Departments must use the templates to comply with the Web Standards and to ensure the Academy meets its legal obligation with regards to accessibility. Contributors must discuss their project with the I.T. department at an early stage of development.



## **Corporate Identity: House Style and Logo**

The Academy's house style, including the use of the logo, has been approved by Governing body. The Principal and/or the Director of Finance and Administration will advise on the use of house style in all promotional materials including posters, leaflets and booklets and will query items which appear to contravene approved style or which fail to meet a reasonable standard of presentation for the intended purpose. Such items may be withdrawn from circulation and the Head of Department notified.

## **Stationery**

The Reprographic Unit is responsible for producing all corporate and departmental printed stationery (letterheads, compliment slips, business cards, correspondence cards, etc) within the Academy's approved house style. The design offers a certain degree of flexibility and choice where this is compatible with consistency of approach, and allows for the incorporation of partner agencies' logos where appropriate. The Unit does not have authority to produce any form of Academy stationery which does not conform to house style; the Reprographic Services Manager is authorised to query such items and will consult with the head of department, and senior management, as appropriate. Departments must not obtain printed stationery supplies from external sources

## **Advertising**

The Policy, Procedures and Guidelines for Advertising have been approved by the Governing body to ensure that:

- the Academy promotes itself positively and effectively, making the best possible use of resources through strategic planning
- advertisements are appropriately targeted to reach an appropriate audience and maximise effect
- quality mechanisms are established to monitor a) content to ensure compliance with the British Code of Advertising, Sales Promotion and Direct Marketing; and b) design to ensure that it conforms to the Academy's house style

## **Responsibilities: Advertising**

- The Principal is responsible:
- for ensuring that scholar recruitment advertisements conform with the Academy house style in terms of layout and wording
- for giving permission to promote new programmes



## **Staff Recruitment Advertising**

All staff recruitment advertising must be arranged through either the Deputy Principals Office (for teaching staff) or via the Director of Finance and Administration (for non-teaching staff) who will ensure that there is conformity with the Academy's house style.

## **Entries in External Publications**

Requests from external publishers for updating Academy information for reference directories should be referred to the Director of Finance and Administration, who will consult as appropriate.

## **Use of Alternative Suppliers**

Orders must not be placed with external designers, printers or other similar suppliers, or individuals providing similar services, without prior consultation with the Director of Finance and Administration, who will offer advice on suitable suppliers or in-house alternatives. The Finance Department is authorised to query such orders and to refer them to the Director of Finance and Administration.

Departments must not place any external contracts for web design or any other web publishing projects without full consultation with the Principal.

## **Disability Awareness**

The Academy is an equal opportunities institution, and welcomes applications from scholars and staff with disabilities and/or learning difficulties, in accordance with Academy Policy and the Disability Discrimination Act.