



## MORLEY COLLEGE LONDON

POLICY OWNER:	Chief Marketing and Engagement Officer (CMEO)
FINAL APPROVAL BY:	Policy Committee
Policy Category:	Corporate
Approved by Policy Committee:	March 2024
Approved by Governing Body:	N/A
Review Date:	March 2028

**1. Introduction, Purpose and Scope of Policy:**

Information Act 2000, the Copyright, Design and Patents Act 1988, and the Consumer Rights Act 2015.

- Materials to support shows, private views, exhibitions and departmental open days

### **Course Guides**

As course guides are substantial reference documents, a series of sequential checks will be undertaken by the Sales and Marketing Team to ensure the accuracy of published information.

The College staff identified below have joint and collective responsibility for ensuring accuracy of Course information in print and online:

Description of courses (“Course outlines”)	Relevant Programme Area Managers
Course area overviews	Heads of School and Heads of Curriculum

responsibility for producing official press releases sits with the Head of Communications and Engagement.

Approval level of a press release will depend on the type of information that it contains but will always include the Chief Marketing and Engagement Officer (CMEO). If the release is of a sensitive nature, the CMEO will duly notify the Principal, and may involve other members of the Senior Leadership Team at his/her discretion.

### **Information published by the Governing Body**

The Governing Body is responsible for approving:

- Strategic Plan
- Annual Report (when this is published)
- Financial Statements
- Gender Pay Gap Report
- Accountability Statement
- Policies encompassed within the Scheme of Delegation

### **9. Communication and training:**

This policy will be communicated to staff via the College's intranet, data protection modules

Po28mnd tial93TdnfPo28mnd tPC-(i)2ia the Cs is daai3.5 (t)-6(em)4.9 (en11.2 (:)-7)T0 Tc 0 Tw ( )0.38C /

## Appendix A: Guidelines for Writing Public Information

The following guidelines should be considered by Morley College London staff if they are creating content for public distribution.

Every effort should be made to ensure that:

- Information and contact details are correct and current
- Writing style is clear and in Plain English
- Digital content is of an appropriate length and style for the format (social media, web)
- Content is easy to scan/understand e.g. using headings and correctly labelling links
- Bullet points are used where appropriate to make scanning the page easier
- PDF format is used for all documents other than those that the viewer is required to complete or amend
- Information such as third-party endorsements, ratings or rankings are fully listed, with hyperlinks included where possible to verify information
- Any images, videos or music are either College copyright owned, or appropriate permissions have been secured to allow usage
- Published information meets Accessibility guidelines and regulations
- Digital content meets Accessibility guidelines e.g. Web Content Accessibility Guidelines (WCAG)
- Video meets or exceeds Accessibility guidelines, including using subtitles
- Published content abides by ASA and CMA and other authorities' guidelines
- Alternative formats are available on request such as large print or rich text documents
- All images and hyperlinks have correct labelling / descriptions