

**Policy governing posters, notices,  
TV screens, clip frames, student  
zone graphics, temporary signs  
and charity activity posters**

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[Part C – Information about higher education  
provision](#)

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## **1. Scope of Regulations and Definitions**

- 1.1 These Regulations apply to all of the College / University Centre campus, its buildings and land, including all 'common' areas and 'public' buildings.
- 1.2 The Regulations apply to all posters, notices, TV screens, Student Zone graphics, clip frames, charity posters and temporary signs displayed on the College and University Centre campus.
- 1.3 'Commercial material' is defined as any communication whose purpose is to generate revenue for organisations outside the College / University Centre (except for the college charity, approved charity events i.e. Children in Need etc or student enterprise event).

## **2. Responsibilities and Implementation**

- 2.1 The Study Programme Lead, Head of Marketing, Charity Committee Chair and Head of Estates are responsible for the implementation of these regulations depending on the location and nature of materials to be displayed.
- 2.2 In relation to the accuracy of HEI course content and reference, the HEAL Information is responsible with support from the Head of Marketing.
- 2.3 In relation to the presentation of the HEI brand and presentation, the Head of Marketing is responsible.
- 2.4 The Head of Marketing is responsible for ensuring that no commercial advertising/promotional activities takes place on College / University Centre grounds whose purpose is to generate revenue for organisations outside the College / University Centre (except for the college charity, approved charity event i.e. Children in Need etc or student enterprise event).
- 2.5 The person(s) responsible for ensuring that noticeboards are kept up to date and are changed in a timely manner are outlined in Appendix 1.
- 2.6 Breaches of these Regulations by students and staff may be treated as misconduct under the Student Code of Conduct or appropriate staff disciplinary procedures.
- 2.7 The College / University Centre reserves the right to destroy any materials displayed/distributed by individuals or organisations without authorisation or in excess of the terms of any licence granted. Appropriate action may be taken against any individual or organisation responsible for the display/distribution of such materials including action to recover the cost of cleaning/disposal.
- 2.8 Anyone responsible for displaying or circulating material which is indecent or illegal, or which has the purpose or effect of violating another person's dignity or of creating an intimidating, hostile, degrading, humiliating, offensive or threatening environment or of making others feel fearful, anxious or vulnerable will be subject to disciplinary action pursuant to the Regulations for the Student Code of Conduct.

### **3. Display and Distribution of Material**

All material should normally be written in English. Where material is to be displayed or distributed in a foreign language, an English translation must be provided. Material should also be provided in alternative formats on request.

Hugh Baird College / University Centre asks that wherever possible information is displayed on noticeboards that are designated and/or appropriate for the subject of the material.

Hugh Baird College / University Centre encourages the use of TV screens and the Student Zone to limit the use of paper.

Any material that contains reference to course content or titles of a course that is validated by our partner Higher Education Institute (HEI), or carries the logo(s) of our partner HEIs, must firstly be passed to the Higher Education Academic Lead (HEAL) Information for course reference / content approval from the relevant school of the HEI. Following this approval, the material should be passed to the Head of Marketing for approval from the HEI's Partnership Team in relation to the HEI branding and presentation (please note this process can take up to three weeks to complete).

#### **3.1 Material permitted to be displayed at the Hugh Baird College / University Centre**

3.1.1 Only permitted material may be displayed or distributed at Hugh Baird College / University Centre. A non-exhaustive list of permitted material is set out at Appendix 1.

3.1.2 Permission to display or distribute such material should be sought from authorised persons as set out at Appendix 1.

#### **3.2 Material not permitted to be displayed or distributed at the Hugh Baird College / University Centre**

3.2.1 A non-exhaustive list of material which is not permitted or for which permission is unlikely to be given is set out at Appendix 2.

### **4. Noticeboards**

4.1 Noticeboards are provided at Hugh Baird College / University Centre and are intended to facilitate the conduct of Hugh Baird College / University Centre business and activities.

### **5. Temporary Signs**

5.1 Permission to display any temporary sign or material on doors, walls or any other surface either internal or external should be sought from the Head of Estates who is authorised to give permission for notices to be posted in these locations. Any items found in place without permission, will be removed by the Estates team.

5.2 Temporary signs should be of a reasonable size but no larger than A3.

- 5.3 Temporary signs or temporary directional signage should be created using the Temporary Sign or temporary directional sign templates. These can be found in the Marketing section of Myday.
- 5.4 Temporary signs and temporary directional signs must not be handwritten or drawn.
- 5.5 The Estates team are authorised to remove any temporary sign and/or temporary directional signs that obscures a permanent notice(s).
- 5.6 Temporary signs shall not be defamatory, obscene or breach any statutory or common law.

## **6. TV Screens**

- 6.1 TV Screens are provided at Hugh Baird College / University Centre and are intended to facilitate the conduct of Hugh Baird College / University Centre business and activities. Permission to display should be sought from the Head of Marketing. The use of such digital means for advertising is encouraged wherever possible.
- 6.2 Graphics that are displayed on these screens should be created by the Marketing team and be approved by the Head of Marketing and Digital Marketing Co-ordinator.

## **7. Clip Frames**

- 7.1 Clip frame displays are located across Hugh Baird College / University Centre. These are the responsibility of the Marketing team and are not to be used by other staff or students of the College / University Centre.

## **8. Student Zone**

- 8.1 Student Zone is the College / University Centre's student intranet. This site provides students from across the College / University Centre with relevant information in relation to the College / University Centre's business. The use of such digital means for advertising is encouraged wherever possible.
- 8.2 Permission to display / promote on Student Zone should be sought from the Head of Marketing or Digital Marketing Co-ordinator
- 8.3 Items displayed on Student Zone should be created by the Marketing Team and approved by the Head of Marketing or Digital Marketing Co-ordinator.

## **9. Posters to promote Charity Activity**

- 9.1 Approval to hold a charity event must be sought from the College's Charity Committee.
- 9.2 Once an event is approved, any promotional material must be approved by the Charity Committee Chair and Head of Marketing (if College / University Centre branding is being used).

## **10. Timetables on classroom doors**

- 10.1 Timetables for each classroom around the college estate should be up to date and displayed in the clip frames provided on each door.
- 10.2 Upkeep of these is the responsibility of Curriculum Coordinators.

## **11. Complaints**

- 11.1 Complaints against any refusal of permission to display/distribute material should be made in writing through the College Complaints procedure within 5 working days of refusal. The Study Programme Lead will consider the complaint and respond in writing within 10 working days of receiving the complaint.

## **12. Contacts**

Any queries or comments concerning these Regulations should be addressed to:

- John Kendal – Study Programme Lead
- Owain Roberts – Head of Marketing
- Pat Farrell – Charity Committee Chair
- Terry Woods – Head of Estates
- Ben Davis – Digital Marketing Co-ordinator
- Colette Mawdsley – HEAL Information

## **13. Review**

These Regulations will be reviewed in 2017 or such earlier date as may be required.

## Appendices

### Appendix 1

#### Material permitted to be displayed

Material	Approved by
FE Academic notices, e.g. course details, bursaries, work experience opportunities, trips, student council notices etc	Study Programme Lead
HE Academic notices, e.g. course details, bursaries, work experience / internship opportunities, trips, student union notices etc	HEAL Public Information
Marketing Information	Head of Marketing
HR information	Head of Human Resources
Recognised and authorised trade union material	Recognised TU representatives
Timetables on Classroom Doors	Curriculum Coordinators
Charity Activity Posters	Charity Committee Chair

### Appendix 2

#### Material not normally permitted to be displayed/distributed

- Party political material, e.g. election posters and leaflets, except for election to the College / University Centre governing body of student council.
- Material and advertisements whose contents are proscribed, or which are issued by proscribed organisations;
- Any material which attacks or comments on another's person or views;
- Any material deemed by the College / University Centre to be of a sexually explicit or provocative nature;
- Any material which the College / University Centre considers might reasonably cause offence to a member of the College / University Centre community or a visitor to the College / University Centre
- Material which is itself unlawful;
- Material promoting any paid-for or commercial product, service, subscription or membership offered by any person or organisation.

- Any advertising which offers illegal goods or services;
- Material which purports to discriminate against persons with Protected Characteristics pursuant to the Equality Act 2010 (Protected Characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation.)
- Any other material which the College / University Centre from time to time considers unsuitable.





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*To inspire, challenge and transform lives.*