# Communications Strategy

## Version - V.2015-1.0

<table>
<thead>
<tr>
<th>Version number</th>
<th>Purpose/change</th>
<th>Name and job title</th>
<th>Date (DD/MM/YYYY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V2015:1.0</td>
<td>Initial strategy</td>
<td>Sara Cundy, Sustainability Co-ordinator</td>
<td>25/08/2017</td>
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Communications Strategy

Scope
This Communication strategy sets out the methods by which we will engage with all our interested parties to communicate sustainability-related information.

Our Sustainability performance, including our ISO14001 certification is externally evaluated and published through the People & Planet University League and within the HE Sector via the HESA Estate Management Returns and AUDE Green Scorecard.

Interested parties
Interested parties include those both internal and external to the business. This includes prospective, current and alumni students, prospective and current staff, those within our supply chain (up and down stream), regulatory authorities, local authority and local communities, sector-based organisations including HESA, EAUC and peer-group Universities. Our ISO14001 status and Sustainability Policy are both communicated to all interested parties either directly or through the website.

Documents to support the strategy
- Sustainability Policy
- Interested Parties evaluation
- Staff training records/training log
- Roles and Responsibilities Log
- Sustainability Calendar Log
- EMS Aspects and Impacts Register

Communication methods
The methods used for communication of sustainability-related topics are presented in Table 1. The University’s environment brand – ‘Green Focus’ is central to our communication and awareness strategy.

To assist the Sustainability team with the delivery of sustainability-related communications, we employ a team of student Green Communicators and host a Green Communicator Internship.

Communications are prioritised according to the ranked scoring on the aspects and impacts register.

Communication tools
Face-to-face
- Events and Roadshows: e.g. travel roadshow, fresher’s fair
- Toolbox talks e.g. Resident Life Tutor meetings with housing groups
- Talks and presentations: delivered by sustainability staff, green communicators, resident tutors, lecturers and visiting speakers

Online & Digital
- Bath Spa website
Bath Spa University runs an annual Green Week in conjunction with the Students Union.

<table>
<thead>
<tr>
<th>Interested Parties</th>
<th>Topics</th>
<th>Communication Method</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Prospective Students</td>
<td>BSU’s Culture, values, vision and environmental performance</td>
<td>Website Prospectuses Open Days</td>
<td>Marketing Team Student Support Services Admissions</td>
</tr>
<tr>
<td>New and current students</td>
<td>Core values – expected behaviours, progress &amp; successes to date</td>
<td>Curriculum <a href="#">Student handbook</a> Website &amp; Hub Social media Staff Training Green Communicators Students Union Direct engagement Sustainability campaigns and events</td>
<td>Sustainability Team Student Housing Resident Life Advisors Students’ Union</td>
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<tr>
<td>Prospective staff</td>
<td>BSU’s Culture, values, vision and environmental performance</td>
<td>Website Applicant information</td>
<td>Human Resources</td>
</tr>
<tr>
<td>New and current staff</td>
<td>Core values – expected behaviours, progress &amp; successes to date</td>
<td>Staff Induction Website &amp; Hub Social media Staff Training Direct engagement Sustainability events</td>
<td>Human Resources Sustainability Team</td>
</tr>
<tr>
<td>Environmental Steering Group (staff and student advisory group)</td>
<td>Environmental Performance</td>
<td>Papers Presentations Reports</td>
<td>Sustainability Team</td>
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<tr>
<td>Senior Management and Board of Governors</td>
<td>Legal compliance Oversight and development of the various strategies, policies and plans Progress &amp; successes to date</td>
<td></td>
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<tr>
<td></td>
<td>Supply Chain BSU’s Culture, values, vision and environmental performance</td>
<td>Website Contractor Documentation Email</td>
<td>Estates Sustainability Team Procurement</td>
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<tr>
<td></td>
<td>Authorities/Regulators Compliance information</td>
<td>Email Reporting as required Data submission</td>
<td>Estates Sustainability Team</td>
</tr>
<tr>
<td></td>
<td>Local Community BSU’s Culture, values, vision and environmental performance, progress &amp; successes to date</td>
<td>Community Groups Liaison panels and forums Press releases Website Social Media Direct communication</td>
<td>Estates Sustainability Team Corporate Liaison Team Marketing</td>
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<tr>
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<td>Sector Bodies Environmental data and best practice</td>
<td>Reports</td>
<td>Estates Sustainability Team</td>
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</table>

**Responding to FOI Requests**

Requests for information relating to BSU’s EMS, significant aspects and general environmental information are directed to the EMS manager who responds accordingly.

Complaints from interested parties are received and logged by the Director of the Vice Chancellor’s Office. If these are related to BSU’s environmental performance, they are directed to the EMS manager.

**Monitoring and Reporting**

Various methods are used for measuring communications, which are summarised below. Communications data are report to ESG annually.

**Social Media**

Targets:

- To boost our average reach of photo posts on Bath Spa Green Focus Facebook page to 650 (521 as of Aug 2017) and the Bike to Bath Spa Facebook to 50 (26 as of Aug 2017) by August 2018
- To grow (organically) the number of followers on twitter by 20% to over 700 by August 2018
Green Communicator Engagement
Targets:
• 500 attendees/people spoken to at events (academic year 2017/18)
• All kitchen groups in Bath Spa-managed accommodation engaged

Staff training records/training log
Target:
• All staff identified in the Roles and Responsibilities Log receive training within 12 months