

Aimhigher West Area Partnership Resources Policy (2008-011)

Definition of 'Resource' to be covered by this Policy

Printed material, CDRoms, DVDs, websites that:

- Provide information and advice on HE, progression to HE or address potential barriers to progression to HE
- Provide information about the work of Aimhigher West partnership
- Are aimed at and distributed to target audiences (eg learners, teachers, parents, practitioners)
- Will be used on more than one occasion

What might not be covered?

In most circumstances letters, emails, e-bulletins, training manuals, reports and plans would not be covered, although use of common corporate style for some of these might be recommended.

Why have a Policy?

Aimhigher West is committed to providing good quality resources that are fit for target audiences, which are responsive to local demand and local needs and which are consistent with Aimhigher West Area strategic priorities.

However, responsibility in the partnership for the production of these resources is devolved to more than one Strand and 'demand' may come from any part of the partnership. At the same time, national Aimhigher Communications Strategy requires partnerships to 'minimise duplication of effort and resources' and 'deliver more consistent and coherent messages'.

The Policy is intended to provide a clear and consistent process for articulating identified need with the production of resources, so that the resources produced meet the identified need, avoid 'duplication of effort and resources' and are cost effective.

It is also intended to ensure that resources are:

- Accurate
- Complete
- Up-to-date
- In line with Aimhigher policy, both local and national
- Appropriate and appealing to the intended target audience
- Supporting the 'corporate image' of Aimhigher West
- Accessible and SENDA (Special Educational Needs and Disability Act 2001) compliant
- Where possible use environmentally friendly products and processes

The process for approval and production is shown in the following flow chart.

Aimhigher West Area Partnership Resources Approval and Production Flow Chart

