

Communications Strategy

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Version Control

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V2015:1.0	Initial strategy	Sara Cundy, Sustainability Co-ordinator	25/08/2017

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
- 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

- Hub pages
- E-newsletters (staff/student/SU based/University Based)
- Electronic magazines
- Emails
- Digital Signage
- Social Media

Other

- Pre-starter communications (staff/students)
- Staff induction
- Tender documentation

Bath Spa University runs an annual Green Week in conjunction with the Students Union.

Table 1. Communications Plan

Interested Parties	Topics	Communication Method	Responsibility
Prospective Students	BSU's Culture, values, vision and environmental performance	Website Prospectuses Open Days	Marketing Team Student Support Services -Admissions
New and current students	Core values – expected behaviours, progress & successes to date	Curriculum Student handbook Website & Hub Social media Staff Training Green Communicators Students Union Direct engagement Sustainability campaigns and events	Sustainability Team Student Housing Resident Life Advisors Students' Union
Prospective staff	BSU's Culture, values, vision and environmental performance	Website Applicant information	Human Resources
New and current staff	Core values – expected behaviours, progress & successes to date	Staff Induction Website & Hub Social media Staff Training Direct engagement Sustainability events	Human Resources Sustainability Team

Environmental Steering Group (staff and student advisory group) Senior Management and Board of Governors	Environmental Performance Legal compliance Oversight and development of the various strategies, policies and plans Progress & successes to date	Papers Presentations Reports	Sustainability Team
Supply Chain	BSU's Culture, values, vision and environmental performance	Website Contractor Documentation Email	Estates Sustainability Team Procurement
Authorities/Regulators	Compliance information	Email Reporting as required Data submission	Estates Sustainability Team
Local Community	BSU's Culture, values, vision and environmental performance, progress & successes to date	Community Groups Liaison panels and forums Press releases Website Social Media Direct communication	Estates Sustainability Team Corporate Liaison Team Marketing
Sector Bodies	Environmental data and best practice	Reports	Estates Sustainability Team

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