



**HERITAGE AND INFORMATION GOVERNANCE  
Records Retention Schedule for Public Relations**

This retention schedule is based on the recommendations made by the Joint Information Systems Committee. The letter indicates the final disposition of each type of record, and applies to original records. Where copies of originals are kept locally, these can be destroyed when these are no longer required:

- A = 1 copy to be transferred to the University Archive. See Retention Schedule Guidelines for further details.
- D = Destroyed.

The number following the letter code indicates the period (in years) after which records may be destroyed, and is the minimum retention period required by best practice or legislation. It assumes a new file is opened at the start of each academic, calendar or financial year, and is **always** calculated from the date of the last record in the file.

Public events includes: ceremonies; celebrations and commemorations; tours; exhibitions; artistic performances; sporting events; lectures; church services; conferences.  
Public events excludes: academic awards ceremonies; honorary awards ceremonies.

FOLDER STRUCTURE	Examples of Types of Record	Retention Period	Authority
<b>PUBLICRELATIONS/STRATEGY</b> <ul style="list-style-type: none"> <li>• identifying requirements for new/revised strategy</li> <li>• undertaking research</li> <li>• developing strategy proposals</li> <li>• consulting on strategy proposals</li> <li>• reviewing and revising strategy proposals in the light of comments received</li> <li>• drafting strategy documents</li> <li>• consulting on strategy documents</li> <li>• reviewing draft strategy documents in the light of comments received</li> <li>• producing final strategy documents</li> <li>• submitting final strategy documents for formal endorsement</li> <li>• formally endorsing strategy documents</li> <li>• disseminating strategy documents</li> <li>• reviewing strategy.</li> </ul>	<p>Key records documenting the development and establishment of the institution's public relations strategy.</p> <p>Working papers documenting development and establishment of the institution's public relations strategy.</p>	<p>A: Superseded + 5 years Copy to the University Archive after approval for permanent retention.</p> <p>D: Issue of strategy + 1 year</p>	

## Records Retention Schedule for Public Relations (2)

<p><b>PUBLICRELATIONS/POLICY</b></p> <ul style="list-style-type: none"> <li>• identifying requirements for new/revised policy</li> <li>• undertaking research</li> <li>• developing policy proposals</li> <li>• consulting on policy proposals</li> <li>• reviewing and revising policy proposals in the light of comments received</li> <li>• drafting policy documents</li> <li>• consulting on policy documents</li> <li>• reviewing draft policy documents in the light of comments received</li> <li>• producing final policy documents</li> <li>• submitting final policy documents for formal approval</li> <li>• formally approving policy documents</li> <li>• disseminating policy documents</li> <li>• reviewing policy</li> </ul>	<p>Key records documenting the development and establishment of the institution's public relations policies.</p> <p>Working papers documenting development and establishment of the institution's public relations policies.</p>	<p>A: Superseded + 5 years Copy to the University Archive after approval for permanent retention.</p> <p>D: Issue of policy + 1 year</p>	
<p><b>PUBLICRELATIONS/PROCEDURES</b></p> <ul style="list-style-type: none"> <li>• identifying needs for new/revised procedure</li> <li>• undertaking research</li> <li>• analysing work processes</li> <li>• drafting procedure documents</li> <li>• consulting on procedure documents</li> <li>• reviewing draft procedure documents in the light of comments received</li> <li>• trialling procedure</li> <li>• refining procedure as a result of trials</li> <li>• submitting final procedure documents for formal approval</li> <li>• formally approving procedure documents</li> <li>• disseminating procedure documents</li> <li>• reviewing procedure.</li> </ul>	<p>Master copies of procedures relating to public relations.</p> <p>Development of the institution's procedures relating to public relations.</p>	<p>A: Superseded + 3 years Copy to the University Archive after approval for permanent retention.</p> <p>D: Issue of procedures + 1 year</p>	

### Records Retention Schedule for Public Relations (3)

<p><b>PUBLICRELATIONS/COMMUNICATIONS</b> Activities involved in managing the institution's communications with the public, including:</p> <ul style="list-style-type: none"> <li>• handling enquiries, suggestions and complaints from the public</li> <li>• conducting surveys of the public.</li> </ul>	<p>Enquiries from members of the public and the responses provided.</p> <p>Unsolicited feedback from members of the public, the internal handling of this feedback and the responses provided.</p> <p>Design and conduct of public surveys.</p> <p>Results of public surveys: individual responses.</p> <p>Results of public surveys: summaries and analyses of responses.</p> <p>Complaints from members of the public, the internal handling of these complaints and the responses provided.</p>	<p>D: Last action on enquiry + 1 year</p> <p>D: Last action on feedback + 1 year</p> <p>D: Completion of survey + 3 years</p> <p>D: Completion of analysis of survey responses</p> <p>D: Completion of survey + 3 years</p> <p>D: Last action on complaint + 1 year</p>	
<p><b>PUBLICRELATIONS/DONATIONS</b> Activities involved in making donations to other organisations or individuals, including:</p> <ul style="list-style-type: none"> <li>• identifying potential recipients for materials which the institution wishes to dispose of by donation</li> <li>• liaising with potential donors</li> <li>• officially transferring donated materials.</li> </ul> <p>Donations includes</p> <ul style="list-style-type: none"> <li>• money</li> <li>• goods</li> <li>• services</li> <li>• staff time (e.g. for voluntary work).</li> </ul>	<p>Management of the institution's relationship with donors to the institution (other than in response to fundraising campaigns).</p> <p>The process of making donations to third parties.</p>	<p>D: Duration of relationship + 6 years</p> <p>D: Last action on donation + 6 years</p>	<p>Limitation Act 1980 c.58 s5 Prescription and Limitation (Scotland) Act 1973 c.52 s6</p> <p>Limitation Act 1980 c.58 s5 Prescription and Limitation (Scotland) Act 1973 c.52 s6</p>

### Records Retention Schedule for Public Relations (4)

<p><b>PUBLICRELATIONS/EVENTS</b>            Activities involved in organising public events held by the institution, including :</p> <ul style="list-style-type: none"> <li>• determining dates and times</li> <li>• planning programmes</li> <li>• arranging venues, catering, security, transport etc.</li> <li>• issuing invitations</li> <li>• designing publicity materials (e.g. brochures, posters) and arranging production</li> <li>• designing event materials (e.g. delegate packs, menus) and arranging production</li> <li>• organising publicity (e.g. official photography, media coverage)</li> <li>• issuing tickets</li> <li>• registering attendees</li> <li>• reviewing events</li> <li>• writing reports on events.</li> </ul>	<p>Planning and impact/results of public events.</p> <p>Organisation and administration of public events.</p> <p>Organisation and administration of official visits.</p>	<p>D: Completion of event + 3 years</p> <p>D: Completion of event + 1 year</p> <p>D: Completion of visit + 1 year</p>	
<p><b>PUBLICRELATIONS/SPONSORSHIP</b>            Activities involved in officially sponsoring organisations, individuals or events, including:</p> <ul style="list-style-type: none"> <li>• identifying sponsorship opportunities</li> <li>• negotiating sponsorship deals.</li> </ul>	<p>Arrangements for corporate sponsorship of public events by the institution.</p>	<p>D: Termination of sponsorship + 6 years</p>	<p>Limitation Act 1980 c.58 s5            Prescription and Limitation (Scotland) Act 1973 c.52 s6</p>
<p><b>PUBLICRELATIONS/VISITS</b>            Activities involved in hosting official visits to the institution, including:</p> <ul style="list-style-type: none"> <li>• planning programmes/itineraries</li> <li>• arranging venues, catering, security, transport etc.</li> <li>• arranging publicity (e.g. official photography, media coverage)</li> <li>• reviewing events</li> <li>• writing reports on events</li> </ul>	<p>Records documenting the organisation and administration of official visits</p>	<p>D: Completion of visit + 1 year</p>	