

Classification and Retention of University Records

Reference	Description	Retention Period	Citation	Notes
D08.01	Public Relations Communication Management			
D08.01.01	Enquiries from members of the public and the responses provided	Last action on enquiry + 1 year	Institutional Business Requirement	
D08.01.02	Unsolicited feedback from members of the public, the internal handling of this feedback and the responses provided	Last action on feedback + 3 years	Institutional Business Requirement	
D08.01.03	The design and conduct of surveys of the public to assess public attitudes towards the institution	Completion of survey + 3 years	Institutional Business Requirement	Review for archival value
D08.01.04	Results of public surveys: individual responses	Completion of analysis of survey responses	Institutional Business Requirement	
D08.01.05	Results of public surveys: summaries and analyses of responses	Completion of survey + 3 years	Institutional Business Requirement	Review for archival value
D08.01.06	Complaints from members of the public, the internal handling of these complaints and the responses provided	Last action on complaint + 6 years	Institutional Business Requirement	
D08.02	Public Relations Event Management			
D08.02.01	The planning and impact/results of public events	Completion of event + 3 years	Institutional Business Requirement	Review for archival value
D08.02.02	The organisation and administration of public events	Completion of event + 1 year	Institutional Business Requirement	Review for archival value
D08.02.03	The planning, organisation and administration of events promoting the faculties and departments of the institution	Completion of event + 2 years	Institutional Business Requirement	Review for archival value
D08.02.04	The organisation and administration of official visits	Completion of visit + 1 year	Institutional Business Requirement	Review for archival value

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D08.03	Corporate Identity and Brand Management			
D08.03.01	The design of the institutions corporate identity marks (logos etc) and the development of corporate style guides	Superseded	Institutional Business Requirement	Review for archival value
D08.04	Sponsorship Management			
D08.04.01	The arrangements for corporate sponsorship of public events by the institution	Termination of sponsorship + 6 years	Limitation Act 1980 c58 s 5	Review for archival value
D08.05	Donation Management			
D08.05.01	The management of the institutions relationship with donors to the institution (other than in response to fundraising campaigns)	Duration of relationship + 6 years	Limitation Act 1980 c58 s 5	Review for archival value
D08.05.02	The process of making donations to third parties	Last action on donation + 6 years	Limitation Act 1980 c58 s 5	Review for archival value
D08.06	Honorary Award Management			
D08.06.01	The process of inviting, receiving and considering nominations for honorary awards	Conferment of award + 1 year	Institutional Business Requirement	Review for archival value
D08.06.02	The organisation of honorary awards ceremonies	Completion of ceremony + 1 year	Institutional Business Requirement	
D08.07	Market Research			
D08.07.01	The design and development of market research tools	Completion of research + 5 years	Institutional Business Requirement	The institution may wish to transfer these records to the archive once the are no longer in active use
D08.07.02	Market research: data relating to identifiable individuals	Completion of analysis of data	Institutional Business Requirement	The institution may wish to transfer these records to the archive once the are no longer in active use
D08.07.03	Market research: aggregated data and analyses	Completion of research + 5 years	Institutional Business Requirement	The institution may wish to transfer these records to the archive once the are no longer in active use

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D08.08	Marketing Campaign Management			
D08.08.01	The design, implementation and review of marketing campaigns	Completion of campaign + 3 years	Institutional Business Requirement	The institution may wish to transfer these records to the archive once the are no longer in active use
D08.09	Advertising Management			
D08.09.01	The development, placement and impact of advertisements	Current year + 5 years	Institutional Business Requirement	The institution may wish to transfer these records to the archive once the are no longer in active use