

# Outreach and Engagement Policy



## 1.0 Introduction

In this policy, the abbreviation of EDA will be used to cover all aspects of the Emil Dale Academy business that is affiliated with the full-time courses in any capacity.

## 1.1 Policy Aims

- a. To ensure that all outreach events are well planned, and significant risks are identified and managed.
- b. That there are contingency plans in place for changes in circumstances during an outreach event that are reasonably foreseeable.
- c. That those in charge of outreach events have the necessary competence and support to manage situations appropriately.

## 1.2 Location of Policy

This policy is available to access on EDA's website.

## 1.3 To whom and where this policy applies

This Outreach Policy specifically relates to EDA's organisation and running of its free Outreach and Engagement programmes.

## 1.4 The context of this policy and its relationship to other policies

This policy should not be read in isolation as it links with many of EDA's other policies, including, but not limited to the:

- a. Information Handling Policy
- b. Privacy and Information Security Policy
- c. Freelancer Code of Conduct
- d. Staff Code of Conduct
- e. Staff Disciplinary and Grievance Policy
- f. GDPR Policy
- g. Health and Safety Policy

## 2.0 Outreach and Engagement Policy

### 2.1 Emil Dale Academy Outreach Events - Data collected and purpose

EDA processes personal information taken from:

- a. your application,
- b. referees or other third parties supporting your application,
- c. information and documentation you provide in support of your application, and
- d. information collected or created during your time with us such as:
  - i. your photograph,
  - ii. correspondence,
  - iii. feedback and other comments,
  - iv. complaints,
  - v. enquiries, and
  - vi. information you are required to provide such as:
    - a. special requirements,
    - b. health or diversity information, and
    - c. marketing preferences.

We use this information to:

- a. to verify your identity,
- b. maintain contact with you and your emergency contact (by post, email and phone),
- c. offer additional related services and information,
- d. monitor and enforce the conditions of our agreement with you,
- e. to support disciplinary, complaint, and quality assurance processes and arrangements,
- f. to fulfil our legal obligations,
- g. for internal and external auditing purposes, and
- h. to report on our activities and monitor diversity (this will be in an anonymised form).

We will also store the details of the emergency contacts you have provided in case we need to contact them.

### 2.2 Programmes used and their storage

Your personal data will not be used for automated decision making or profiling without your consent.

Examples of the software EDA uses to store your data – and what data is stored within each programme – include:

### 2.2.1 Jotform

Jotform is an online platform which EDA use to store any data that is provided by an applicant and/or student through them completing any electronic form that has been sent to them by EDA.

The data that is stored in Jotform by completion of one – or various – of the EDA electronic forms include:

Form name	Who is affected	Data stored
Outreach Application Forms	<ul style="list-style-type: none"> <li>Any person who applies to take part in one of Emil Dale Academy's free Outreach Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Applicant name</li> <li>Applicant date of birth</li> <li>Applicant pronouns</li> <li>Applicant email address</li> <li>Applicant phone number</li> <li>Applicant correspondence address</li> <li>Applicant access requirements (if applicable)</li> <li>Applicant health conditions (if applicable)</li> <li>Emergency contact name</li> <li>Emergency contact relationship to applicant</li> <li>Emergency contact phone number</li> <li>Emergency contact email address</li> </ul>

### 2.2.2 Microsoft Teams

All EDA senior management, staff, and regularly teaching freelancers have access to EDA teams. Depending on the individual's role, they may then have access to the various trackers:

Form name	Who is affected	Data stored
(Various – Dependant on Outreach event)	<ul style="list-style-type: none"> <li>Any person who applies to take part in one of Emil Dale Academy's free Outreach Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Applicant name</li> <li>Applicant date of birth</li> <li>Applicant pronouns</li> <li>Applicant email address</li> <li>Applicant phone number</li> <li>Applicant correspondence address</li> <li>Applicant access requirements (if applicable)</li> <li>Applicant health conditions (if applicable)</li> <li>Emergency contact name</li> <li>Emergency contact relationship to applicant</li> </ul>

		<ul style="list-style-type: none"> <li>• Emergency contact phone number</li> <li>• Emergency contact email address</li> </ul>
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### 2.2.3 Social Media

EDA may post videos and images from the outreach event that you attend on their social media. If you are uncomfortable with being shown on social media or are not able to be shown on social media for safety reasons, you must email [admissions@emildale.co.uk](mailto:admissions@emildale.co.uk) at least 3 working days before your outreach event so all working staff members and freelancers can be made aware to omit you from any potential social media footage.

### 2.2.4 Customer Safety

EDA take the handling of all data extremely seriously. The following processes are in place to ensure that data EDA hold is as secure as possible:

#### *Individual Logins*

All staff have individual log-in details to access their computer. Staff must log out of their computer if they leave their computer unattended for any time and must fully log out and shut down the computer when their shift for the day finishes. These computer log-in details automatically sync up with the staff member's access to Microsoft Teams, and the relevant Teams they are privy to.

If, at any point, a staff member feels that their accounts have been accessed and used by a person other than themselves, they are required to change their log in passwords with immediate effect and contact their Line Manager explaining what has happened and what has led them to believe that their profile has been accessed. Freelancers who have an EDA online profile are encouraged to do the same by speaking with the relevant Head of Department. Whilst freelancers only have the ability to log in to EDA teams and their set-up EDA email, there will still be some confidential information on these platforms that should not be seen by others.

#### *Shared Logins*

It is worth noting that no person will have access to any shared log-in details unless they have logged into their individual EDA staff profile.

All necessary EDA staff have access to the log in details for Jotform. Jotform is also additionally password protected. Staff are aware of the severity of sharing such log in details with any person outside of the company without permission. The unlawful sharing of such information is considered a breach of policy and would be formally investigated by EDA Senior Management in line with the Staff Code of Conduct and Staff Disciplinary Policy.

If, at any point, a staff member feels that these accounts have been accessed and used by a person outside of the company, they are required to change the log in passwords with immediate effect and contact their Line Manager explaining what has happened and what has led them to believe that these profiles have been accessed. The Line Manager will investigate this situation and will redistribute the new password to their team members when it is deemed safe to do so. Freelancers

who have an EDA email and teams account are encouraged to do the same by speaking with the relevant Head of Department. Whilst freelancers do not have access to the same level of IT programmes as staff, there will still be some confidential information on emails, Teams etc that should not be seen by others.

## **2.3 Outreach and Engagement Staffing**

EDA ensure that all Outreach and Engagement staff and freelancers are known members to the academy. In most cases, this means that they will have taught at EDA within the last 3 academic years. EDA also engage some graduates on a freelancer basis to support the running of the day(s). All staff and freelancers on an Outreach Day act as representatives of the academy and adopt the behaviour identified in the Staff Code of Conduct or Freelancer Code of Conduct (dependent on employment status) whether the visit takes place within normal hours or outside hours.

In order to teach at EDA, and therefore potentially work at an EDA outreach event, staff members and freelancers will have passed through necessary safety checks.

### **2.3.1 Relationships between staff/freelancers and attendees**

EDA recognises that, in order to push and develop students, an appropriate, supportive professional relationship between an outreach attendee and staff member/freelancer is a key tool. To truly benefit from their time with EDA, attendees must trust staff/freelancer members, and feel comfortable and confident. EDA believes that every attendee should experience equality of treatment, and that no attendee should feel prejudice of treatment during their time.

With that being said, boundaries must be set between staff members/freelancers and attendees and must be respected by staff/freelancer members. A personal relationship of an intimate nature between a staff member/freelancer or attendee can be perceived to create a risk of favouritism or abuse of authority. It can also undermine the relationship of trust and confidence which is intrinsic to staff, freelancer and attendee interactions during the day. All representatives of EDA are in a position of trust. Staff members/freelancers are under a duty to act with integrity and not place themselves in a position of actual or apparent conflict.

Where attendees approach staff members/freelancers via inappropriate means, such as social media or personal emails, the staff member/freelancer should ignore the message, and report it to either the senior manager in attendance to the Outreach event, or to their Line Manager or relevant Head of Department (employment status dependant). Should an attendee receive an inappropriate message from an EDA staff member/freelancer who was present at their Outreach event, they should immediately email [info@emildale.co.uk](mailto:info@emildale.co.uk). In both circumstances, as much detail should be provided regarding the nature of communication and evidence such as screenshots will also be useful in case the situation needs to be investigated further.

It is the responsibility of any staff member/freelancer to report any pre-existing personal relationship with an attendee at the first possible moment the staff member/freelancer realises the attendee has either applied or attended an outreach event. As the declaration will contain sensitive information it will be stored securely and managed in compliance with data protection legislation. Declarations will be treated respectfully, sensitively and confidentially. This includes same-sex relationships where the parties may not be "out" publicly.

In order to maintain an appropriate and physical distance from attendees, to reduce the risk of misconduct, abuse of power or a conflict of interest, staff members/freelancers should:

- a. Maintain an appropriate physical and emotional distance and perform duties without favour towards individual attendees.
- b. Communicate with attendees in a professional manner at all times, using language that does not include the use of swearing, sexualisation, racial and cultural appropriation, ethnocentrism, political partisanship, religion-based discrimination, ableism and/or sexism. Do not share any personal contact address, such as mobile phone numbers or email addresses. Only shared-inbox EDA email addresses should be shared.

## 2.4 Venue Health and Safety

EDA will ensure to follow the Health and Safety rules of the venue that the Outreach event is taking place at.

If this venue is external to the EDA studios, EDA recommends that attendees research the venues Health and Safety policies to answer any queries that they may have. If the attendee is still unsure of anything following this, they are welcome to contact the office by emailing [admissions@emildale.co.uk](mailto:admissions@emildale.co.uk).

*\*Please note that all external venues are hired by EDA and, therefore, EDA may not be aware of all specific accessibility options. If participants have additional access requirements, they must contact the venue to organise this accordingly and confirm with the EDA office what has been agreed between themselves and the venue.*

If the venue is internal to EDA, EDA recommends that attendees research the EDA Health and Safety Policy to answer any queries that they may have. If the attendee is still unsure of anything following this, they are welcome to contact the office by emailing [admissions@emildale.co.uk](mailto:admissions@emildale.co.uk).

## 3.5 Emergency Procedures

Within this policy, an emergency incident can be defined as:

- a. An event leading to fatality, serious injury, or circumstances in which a participant might be at serious physical or emotional risk;
- b. A serious life-threatening illness, or an illness threatening serious physical or mental consequences;
- c. Any relevant situation where negative press/media coverage or a legal case may result.

In all of the above cases, the below "Outreach Incident Management Plan" will come into action:

1. The most senior member of EDA staff present will take charge until relieved by any necessary emergency services. If this person is incapacitated, then this role will need to be taken by another staff member or freelancer. This person will henceforth be referred to as the OL (outreach leader).
2. Where safe to do so, the OL will take the fastest (safe) route to the person(s) in need of help.
3. The OL will assess the severity of the incident and decide whether to call emergency services. Meanwhile the OL will have designated another staff member or freelancer to call

the incapacitated person's emergency contact to inform them of the scenario and, if needs be, receive permission to send them to hospital.

4. The OL will remain with the incapacitated party if safe to do so and will task another staff member or freelancer to inform a member of the venue's staff (if at a venue external to EDA) to follow their Health and Safety policies.
5. If there is an event where an evacuation needs to take place at a venue external to EDA, the OL will be responsible for registering attendees at the appointed evacuation meeting point.
6. If there is an event where an evacuation needs to take place at EDA, the OL and other EDA staff members will be responsible in safely evacuating and registering the attendees.
7. If necessary, the OL will instruct staff members and freelancers if calls need to be made to the attendee's emergency contacts to collect them from the venue of the event.

### 3.6 Outcomes and Expectations

Following an Outreach or Engagement event, all attendees will receive an email from EDA regarding their experiences.

Some attendees *may* also receive one (or multiple) of the following correspondences:

- a. An invite to audition for a full-time course at Emil Dale Academy;
- b. An invite to attend a recall audition for a full-time course at Emil Dale Academy;
- c. An invite to audition for Emil Dale Part-Time;
- d. An invite to audition for Emil Dale Associates;
- e. An over the phone interview for a place at Emil Dale Academy; or
- f. An offer to attend Emil Dale Academy.

Please note that not all attendees will receive these correspondences. EDA will also not be able to provide any feedback regarding why/why not an attendee did or did not receive any of those correspondences.

#### Document Review

Version Number	Date of Issue	Review Date	Author	Changes Made/ detail
01	22 <sup>nd</sup> July 2022	July 2023	Eden Tinsey	First issue
02	1 <sup>st</sup> September 2022	July 2023	Eden Tinsey	Addition of 3.2 <i>External Visits with Emil Dale Academy Students</i>
03	15 <sup>th</sup> August 2023	July 2024	Eden Tinsey	Separation of Outreach and Engagement Policy and External Visits Policy. Complete reformat and rewrite.