



A guide to Endorsed Programmes

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Section 1

Introduction

Thank you for choosing NCFE's Endorsed Programmes. The main aim of this guide is to help explain the application and endorsement process.

Hopefully this guide will answer all of your questions, however if you need any additional advice or guidance, our Accreditation and Employer Services team is available to support you further.

Email: customersupport@ncfe.org.uk

Call: 0191 239 8000

Section 2a

About Endorsed Programmes

Endorsed Programmes are a fantastic solution for your organisation if you have informal training activities with no learning outcomes and assessment criteria, you retain all ownership and intellectual property (IPR) of your programme(s).

Examples of this could be:

- presentations
- workshops
- webinars
- seminars
- online training.

Our Endorsed Programmes service allows you to gain endorsement from a national Awarding Organisation, providing reassurance that your programme(s) are of a high standard.

Endorsed Programmes are written and owned by you, so although we won't advertise your programme(s), we're happy for you to market them by referring to NCFE endorsement.

Section 2b

Digital credentials

Digital credentials are secure, verifiable, digital assets that validate a learner's or employee's educational achievements. Centres who offer NCFE Endorsed Programmes will now be able to provide a tangible way for their learners to evidence their achievements through our digital credentials service.

Our service is backed by a partnership with Learning Vault, a leading global provider of digital credentials and digital education content.

Digital credentials are:

- flexible and personalised to suit the content of your Endorsed Programmes, with branded digital badges
- secure and tamper-proof, with encrypted data stored on secure local servers
- verifiable in real-time, maintaining the integrity and credibility of the award
- portable and shareable, empowering learners to publicly highlight their learning

an effective way to brand awareness and demonstrate your commitment to learning and development.

Digital credentials fees for Endorsed Programmes

Single credentials

Number of credentials	Price per credential	One off set up fee
1-499	£7.00	£750.00

Bulk buy options

Number of credentials	Price per credential	One off set up fee
500	£5.00	£750.00
1,250	£4.00	£1,250.00
2,500	£3.00	£1,750.00
5,000	£2.00	£2,250.00
7,500	£1.75	£2,750.00
15,000	£1.45	£3,250.00
15,000+	Negotiable	Negotiable

For bulk buy, customers must buy the amount shown. If customers in any of the bands wish to buy any further credentials over their band allowance these will be charged at the £7 flat fee unless the increase is significant enough to warrant moving.

Digital credential application template

If you wish to offer digital credentials will need to complete a digital credential application template to capture the details that will appear on your credential. It should include topics covered, aims, objectives and any outcomes that are required from learners. You can add a web link to be embedded into your credential, as well as any hash tags that you feel are relevant to your programme. Please see appendix 2 of this document as an example of what kind of information you should provide.

Please send this template to: accreditationteam@ncfe.org.uk

Please refer to our advertising stipulations on specific wording that can and cannot be used when advertising.

Section 3

Initial application process

All organisations (including current customers of NCFE and CACHE) need to download and complete the Endorsed Programme Application from our website and email it to us at accreditationteam@ncfe.org.uk to apply to offer this service.

Before you apply

In order to offer Endorsed Programmes please ensure you have the following policies in place, we may ask for evidence of these policies during our annual quality monitoring audit:

- equality and diversity
- safeguarding
- complaints procedure
- health and safety.

Initial Application

Once your application form has been received we'll acknowledge receipt of this by email within 3 working days. Your company details will be added to our system and you'll be invoiced for the application fee.

Your company will undergo a credit check and we'll email you feedback of this within 2 working days. If the credit check is passed, a Subject Matter Expert will then review your Endorsed Programme(s), we'll provide feedback on this within 15 working days.

Credit Check

NCFE uses Credit Safe to perform credit checks on new customer applications which are not public sector organisations for the purposes of deciding whether to offer credit, and also to prevent fraud, money laundering and any other unlawful activity. We reserve the right to request that a blended credit check be undertaken using these details. A blended check allows us to gain insight into the wider business interests and track records of the people behind the company, as well as the company's data. This credit check against individuals may subsequently show on an individual's credit history. From this check and where appropriate, NCFE may refuse credit and/or custom without further explanation.

Section 4

The endorsement process

Once the initial application process has been completed we can review your Endorsed Programme application. For any subsequent applications after the initial application, please download and complete the Endorsed Programme Application Form (Existing Customer) from our website and send it to us at accreditationteam@ncfe.org.uk.

Programme review process

We will conduct a review of your programme(s) against the questions below:

- Is the structure of the informal activity logical?
- Is the scope of the informal activity too limited?

- Is the purpose of the informal activity clearly stated?
- Is the topic relevant to the content?
- Is the informal activity clear and free from ambiguity?
- Does the informal activity meet the level of literacy of the audience?
- Is the writing style and vocabulary straightforward and easy to follow?
- Is the content appropriate for the target group?
- Is the content materially different to any qualification that NCFE has produced
- Are key points repeated to help the learner?
- Is there too much for the size of the content?
- Are technical details and terminology provided, explained if necessary, and the informal activity?
- Does it reflect various groups in a positive, non-discriminatory/non-derogatory manner?
- Is the informal activity accessible for different abilities?
- How do you feel about the overall quality of

Materially different

When we review your programme we check the content to ensure its materially different to NCFE's existing portfolio of regulated qualifications. This check ensures that we only endorse programmes that are materially different to our regulated qualifications and that learners would not consider your programme to be an NCFE owned qualification.

We'll use a review form to provide details of the review, which will cover:

- content
- equality and diversity.

We won't review the following, as it is your responsibility to make sure that final versions of the programme(s) are accurate:

- spelling, punctuation, grammar and formatting
- house style
- use of colours
- size of boxes provided.

Process overview

1. Within 5 working days we'll acknowledge receipt, by email, and invoice you for the Endorsed Programme review fee, which is a one-off fee for reviewing your programme.

2. Following confirmation, our review panel will consider your Endorsed Programme application and we'll provide you with feedback within 15 working days.

3. If we feel there is more development work needed in order for us to endorse your programme you'll have 3 months within which to re-submit. If you wish to re-submit any time after this, the review fee would be charged again.

4. Once you have addressed any feedback we have sent you and we are happy to endorse your Endorsed Programme we'll confirm this to you by email and raise an invoice for the Annual Endorsement Fee. The endorsement only relates to the endorsed version of the programme and if changes are made, we'll need to review them again.

Digital credentials

1. During the endorsement process you will have the option to 'opt in' to digital credentials, should you wish to offer these for your learners upon completion of your training programme.
2. To 'opt in' please tick the box within the Endorsed Programme Application Form and complete the Appendix on the application form as per the instructions below, in the Appendix section.
3. Once your programme has been endorsed by NCFE, you will then be able to claim digital credentials for your learners as a form of certification, you can also deliver your own, in-house certificates alongside these, if you'd still like your learners to receive a physical recognition of their completion of your training.

Section 5

Annual quality monitoring audit

Our Accreditation and Employer Services team conduct an annual quality monitoring audit across all of your Endorsed Programmes each year. This is an opportunity to review any amendments you have made to any existing programmes to ensure they still meet our endorsement criteria*. We'll also check you have certain policies in place within your company, look at how you advertise your Endorsed Programme(s) and ensure you are meeting your contractual obligations.

Process overview

1. We'll email you to let you know we'd like to undertake an audit and we'll attach an audit report for you to complete and send back to us within 10 working days.
2. Once received back we will conduct a review and send you a report and any feedback within 5 working days.
3. If there are any actions on the report, you'll need to complete them and return them to us within 10 working days.

As previously mentioned, the below policies need to be in place:

- equality and diversity
- safeguarding
- complaints procedure
- health and safety.

* Please be aware that if changes to Endorsed Programmes are significant we reserve the right to charge a review fee.

Section 6

Endorsed Programme fees

Initial application fee	£500 (one off, non-refundable)
1st and 2nd review	£500
3rd and 4th review	£250

Annual fees

Our endorsed programme annual fees are agreed on a case-by-case basis, with individual pricing based on the variety and size of the provision, allowing us to provide a tailored approach to suit you.

Section 7

Stipulations for advertising and promoting Endorsed Programmes

Our Endorsed Programme service is designed to endorse bespoke in-house training materials and/or short courses which fall outside of our national portfolio of qualifications. Programmes of recognised bespoke education or training are regarded by our qualification Regulators¹ to be 'unregulated' provision – but are subject to Condition B5, 'Representations regarding qualifications' as follows:

B5.1 – Statements regarding qualifications which are not regulated qualifications

*An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) make any statement that would be likely to lead Users of qualifications to believe that a qualification it makes available is a regulated qualification when it is not a regulated qualification. – **Ofqual and CCEA***

*An awarding body must not (and must take all reasonable steps to ensure that any person connected with it does not) make any statement (via any act or omission) that would be likely to lead users of qualifications to believe that a qualification it makes available (whether regulated or not) is an Approved, Designated or regulated qualification when it is not an Approved, Designated or regulated qualification – **QW***

B5.2 – Advertising and promotion of qualifications

An Awarding Organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) advertise or promote its qualifications in a manner that is likely to be misleading to Users of qualifications.

In order to work with us and enable us to maintain compliance for the General Conditions of Recognition you shall be responsible for the content, accuracy and legality of any Endorsed Programme information or material. This includes all advertising and promotional programme information or material which is printed; or on any website; or in any electronic form, which must adhere to our Regulators' Condition

B5.1, 'Statements regarding qualifications which are not regulated qualifications'; and Condition B5.2, Advertising and promotion of qualifications'.

All bespoke programmes that are endorsed by NCFE are subject to the Stipulations for Advertising and Promoting Endorsed Programmes. NCFE reserves the right to verify what it considers advertising or promoting Endorsed Programme(s) in a manner that is likely to be misleading to learners.

Any confirmed breach of these stipulations, by your company, shall be deemed unacceptable by NCFE and NCFE has the right to withdraw endorsement of the Endorsed Programme(s) immediately and without notice.

A full version of these stipulations can be downloaded here:

<https://www.ncfe.org.uk/media/1958/advertising-stipulations-ep-ncfe-web.pdf>

1 The Regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, Qualifications Wales (QW) and CCEA Regulation in Northern Ireland.

Section 8

Certification

Customers issuing in-house certificates for Endorsed Programmes are free to design them in any way they wish to, but they must follow the below guidance:

- Can only use the Endorsed Programmes logos provided and not any other NCFE/CACHE logos or branding, once you have received written confirmation of endorsement
- Can use their own logos and branding on their in-house certificates along with the Endorsed Programme logos
- Must not mislead learners into thinking the in-house certificate they have received was issued by NCFE or CACHE, customers must be clear to learners that the in-house certificate has been produced and issued by the customer themselves
- Must not use wording on their in-house certificates that imply the programme is in any way regulated or part of any other NCFE/CACHE qualification other than Endorsed Programmes
- Must not use the term certificate of 'achievement', or attribute a level to the programme, but can use certificate of 'attendance', 'completion' or 'participation' or a similar alternative. Any alternatives must be cleared with the Accreditation & Employer Services team prior to use.

Section 9

Use of NCFE's Endorsed Programmes logo

We provide Endorsed Programmes customers with a logo in order for them to promote their endorsement with us. The logo is available to all customers approved to develop

programmes under our Endorsed Programme service. You can use this logo on any documentation or media relating to your Endorsed Programme(s).

Instructions for the use of the Endorsed Programmes Logo can be found in Appendix 1.

Section 10

In-house certificates

As part of our Endorsed Programmes product, you will have the option of producing your own in-house certificates.

When you are developing your in-house certificates, you must ensure that the in-house certificates are compliant with our Regulators' B5 Condition regarding representation, advertising, and promotion of qualifications. We will ask to see an example of in-house certificate during your application and you will be required to provide a copy for your annual audit to ensure that we remain compliant.

Words like 'achieved' and 'passed' are not to be used on your in-house certificates, as Endorsed Programmes have no verified assessments. You can use words like 'participated' or 'completed' as this accurately reflects the learner taking part or completing your programme. You can also use our logo and branding on your in-house certificates. Our Brand Guidelines and logo usage terms are detailed in Appendix 1.

Appendix 1

Brand Guidelines

Endorsed Programmes logo

Overview of logo usage terms

Our Endorsed Programme logo is available to all customers who run an NCFE Endorsed Programme. This logo can be used on any documentation relating to these programmes which fall under your centre's agreement with us. This includes promotional materials, online advertising, and your in-house certificates for your learners

As an NCFE customer you agree that:

- you won't use the Endorsed Programmes logo on any certificates that are not produced by yourselves for your learners
- you won't advertise and promote provision under the Endorsed Programmes logo when it is outside the scope of the product.

Guidelines on how to use the Endorsed Programme logo when it comes to creating your resources and/or advertising material can be found on the following pages. If you need access to our Endorsed Programme logo then you can get in touch with our Accreditation and Employer Services team who will also be able to advise on the

usage of the Endorsed Programme logo if you are still unsure or have any further questions.

If you do request our Endorsed Programmes logo then this will be sent to you as an email attachment.

Endorsed Programmes logo

Usage and positioning

There should always be a clear space around the logo as shown, in order to ensure clarity. No other element should be allowed to infringe this clear space. The logo has been developed to ensure it is always visible and impactful. To ensure this legibility the logo should not be reproduced below a minimum size, as shown.

Appendix 2

Digital credentials application template

Title of programme

Please add the same title of the endorsed programme we have endorsed.

Programme overview

Please provide a high-level overview of the learning that has been completed.

Please see below as an example of what this could look like.

The recipient of this badge has attended the NCFE CPD Event - Developing Speaking, Listening and Communication Skills (SLC). This includes gaining an understanding of the importance of SLC as well as developing strategies and activities for the delivery of SLC.

Issuer

Please input the name of your centre

Tags

Please provide any hashtags that you feel are relevant to this credential

Hyperlink

If you would like to embed a link in your credential, please add this here.

Criteria

Please provide an overview of what the learner has to do in order to receive the digital credential

In this section we require more in-depth information about what the learner has completed. It can include any aims and objectives, outcomes or links to specific professional standards. Please see below as an example of what this could look like.

The recipient of this badge has achieved the required earning criteria. To receive this credential, the recipient has attended the NCFE CPD Developing SLC Event.

The objective of this event is to gain knowledge and complete activities that can be used in the learning environment to help with the delivery and progress of SLC. This includes presentation skills, discussion skills, active listening, preparing to teach SLC and encouraging learner participation.

The knowledge shared in this CPD event maps to the following standards:

Department for Education (DfE) Teaching Standards (as of 2023)

Part 1 – Teaching

- (2) Promote good progress and outcomes by pupils.*
- (6) Make accurate and productive use of assessment.*
- (8) Fulfil wider professional responsibilities.*

Education & Training Foundation (ETF) Teaching Standards (as of 2023)

Professional Values & Attributes

- (3) Inspire, motivate, and raise aspirations of learners by communicating high expectations and a passion for learning.*
- (4) Support and develop learners' confidence, autonomy and thinking skills, taking account of their needs and starting points.*
- (6) Develop collaborative and respectful relationships with learners, colleagues and external stakeholders.*
- (7) Engage with and promote a culture of continuous learning and quality improvement.*
- Professional Knowledge & Understanding*
- (9) Critically review and apply your knowledge of educational research, pedagogy, and assessment to develop evidence-informed practice.*

Professional Skills

- (18) Provide access to up-to-date information, advice and guidance so that learners can take ownership of their learning and make informed progression choices.*
- (19) Apply appropriate and fair methods of assessment and provide constructive and timely feedback to support learning and achievement.*
- (20) Develop enrichment and progression opportunities for learners through collaboration with employers, higher education and/or community groups.*