Stipulations for Advertising and Promoting Endorsed Programmes Policy

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v1.2	10-2026 11-2026	Annual review – Updated terminology from "Employment" to "Employer" throughout. Section 3.1 title amended to include endorsed and digital programmes. Added final two paragraphs to Section 3.2. Added Active IQ to the fourth bullet in Section 3.4. Added final paragraph to Section 3.5.

Essential Reading for:	This policy applies to all stakeholders, centres and NCFE colleagues who are responsible for ensuring endorsed programmes are advertised correctly
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1. Policy principles

NCFE is a UK awarding organisation regulated by the qualification regulators (Ofqual, Qualifications Wales and CCEA) and is subject to each of the regulators' Conditions of Recognition. As such, we have a responsibility to ensure that all our centres adhere to them. The Conditions of Recognition ('conditions') can be found on each regulator's website.

2. Introduction

Although the Conditions of Recognition relate to regulated qualifications (those on a national framework), there are two conditions which providers of unregulated products must adhere to. These are under Condition B5 - 'Representations regarding qualifications.

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 – Source: 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 – Source: Qualifications Wales.

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.

2.1. Purpose

The reason the conditions above are in place is to ensure that learners are not misled in any way into thinking that an Endorsed Programme is a nationally recognised regulated qualification owned by NCFE.

2.2. Scope

This policy applies to all stakeholders, centres and NCFE colleagues who are responsible for ensuring endorsed programmes are advertised correctly and in line with the above conditions B5.1 and B5.2 as stipulated within the regulators' Conditions of Recognition.

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2.3. Responsibilities/duties

The Accreditation and Employer Services Manager is responsible for ensuring this policy is followed with support from the Accreditation and Employer Services team.

2.4. Definitions

Word/Acronym	Definition
CCEA	Council for the Curriculum, Examinations and Assessment
Ofqual	The Office of Qualifications and Examinations Regulation
QW	Qualifications Wales
Satellite site	A satellite site is a location that is part of the main organisation, but which is not the main site, office or campus and that remains under the control and jurisdiction of the main organisation.
Sub-contractor	A sub-contractor is an organisation to whom you may sub-contract part of the delivery.

2.5. Location

The document is available via Accreditation Services webpage.

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3. Process

3.1. How to advertise Endorsed Programmes and digital badges

When advertising Endorsed Programmes and digital badges, customers can use wording that is appropriate to their organisation but must make it clear to learners and/or potential users that they are not nationally recognised qualifications regulated by qualification regulators. To avoid misleading users that the product is a regulated qualification when it is not, NCFE have provided wording that we strongly recommend you use when advertising or promoting Endorsed Programmes and the digital badges attached, please see section 3.3.

This wording will enable learners/clients or employees to make an informed choice which best meets their needs. Learners/clients or employees will be able to compare it with regulated qualifications and discuss the relevancy of the programme content with the potential employer or organisation for further study.

The advertising on organisation's website and promotional materials will be reviewed as part of the annual Quality Monitoring audit and will be monitored on an ongoing basis. It is essential that all points within conditions B5.1 and B5.2 and within this policy are met.

3.2. Requirements

3.2.1. What you must do:

- Use appropriate descriptions of each Endorsed Programme endorsed by NCFE clearly stating that it is an Endorsed Programme and is not nationally recognised in all documentation (including induction materials, website, promotional materials etc.) for learners' clients and employees to advertise the product truthfully and not to mislead them.
- Ensure that any advertising by third parties, satellite centres and sub-contractors is consistent with and follows the stipulations outlined in this document. Please see sections 3.5 and 3.6.
- Use the same programme title that appears on the Endorsed Programme confirmation email when advertising and demonstrating ownership of the product.
- Ensure you abide by GDPR Policies to protect learner data.
- Ensure that all learners are advised that their data will be shared with NCFE and Accredible, learners must then be given the option to 'opt in' for digital badges and agree that their data can be shared, or 'opt out' and be certificated another way.

3.2.2. What you must not do:

- give learners/clients and employees cause to believe that the Endorsed Programme is a nationally recognised and regulated qualification

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- make any claims that the Endorsed Programme is ‘nationally recognised’ or a ‘nationally recognised qualification’
- include NCFE in the title of your Endorsed Programme or use NCFE as a prefix
- imply that the Endorsed Programme meets industry standards to qualify a learner/client or employee for employment
- mislead learners/clients or employees by claiming that completion of an Endorsed Programme will entitle them to use post-nominals (such as ‘Dip xxx’) after their name
- compare Endorsed Programmes with qualifications such as GCSEs, NVQs, etc
- advertise any Endorsed Programmes until the organisation receives confirmation of endorsement
- use the NCFE Endorsed Programme logo until the organisation has received a written confirmation of the programme’s confirmation of Endorsement
- use the NCFE Endorsed Programme logo to promote a franchise package or franchise product
- continue to use the NCFE Endorsed Programme logo after the Endorsed Programme has expired or closed
- use the NCFE brand or Endorsed Programme logo in any way that could mislead or be deemed as mis selling
- permit franchisees to use the NCFE Endorsed Programme logo to promote their own business, for example, but not limited to, Facebook, Wowcher, Groupon etc
- use the standard NCFE logo on an in-house certificate that has been created by the organisation
- use the NCFE Endorsed Programme logo or standard NCFE logo if the organisation is not an approved NCFE customer
- use words like ‘practitioner’, ‘professional’ or similar in the title of the programme, or mislead the learner/client or employee into thinking the programme will give them ‘licence to practice’ in any professional role
- use wording on in-house certificates that implies the programme is in any way regulated or part of any other NCFE qualification other than Endorsed Programmes
- mislead learner/client or employee into thinking the certificate they have received was issued by NCFE - the organisation must be clear that the certificate has been produced and issued in-house
- use words ‘such as Achieved’ or ‘Passed’ on your in-house certificates.

3.3. Wording to clarify the nature of Endorsed Programmes

We have created the wording below to use when advertising each of the Endorsed Programmes endorsed by us. We strongly recommend you use this wording. You can

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use your own wording, but it must abide by the requirements listed in section 3.2.1 and 3.2.2.

To describe what endorsement is:

- Endorsement is designed to give formal recognition to an organisation's bespoke programmes designed to enable professional development. An Endorsed Programme is not recognised as a regulated qualification.

To describe the programme endorsement:

- Our programme has been developed to meet the specific needs of our learners/clients or employees and has been endorsed by NCFE demonstrating the quality and rigour.

NCFE is an awarding organisation recognised by the qualification regulators for England (Ofqual), Wales (Qualifications Wales) and Northern Ireland (CCEA Regulation).

This is an unregulated programme and is not a nationally recognised qualification or training programme

We also strongly recommend you add the following statements to any materials relating to your Endorsed Programme(s):

3.3.1. Disclaimer statement

NCFE has exercised reasonable care and skill in endorsing this programme, and makes no representation, express or implied, regarding the continued accuracy of the information contained in this programme. NCFE does not accept any legal responsibility or liability for any errors or omissions from the programme or the consequences thereof.

3.3.2. Endorsement statement

These programmes have been reviewed by a Subject Specialist and are endorsed by NCFE; they are not a regulated qualification.

Any information given within the description of a digital badge should also reflect this to avoid misleading learners or organisations to believe that this is a regulated qualification.

3.4. Certification

Organisations 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:

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- can only use the Endorsed Programmes logos provided and not any other NCFE and subsidiary logos or brands, once they have received written confirmation of endorsement.
- can use their own logos and branding on the in-house certificates along with the Endorsed Programme logos.
- must not mislead learners/clients or employees into thinking the certificate they have received was issued by NCFE. Organisations must be clear to learners/clients or employees that the certificate has been produced and issued by the organisation themselves.
- must not use wording on their in-house certificates or digital badge information that implies the programme is in any way regulated or part of any other NCFE/CACHE /Active IQ 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 and Employer Services team prior to use.

3.5. Advertising by satellite sites or sub-contractors

A satellite site or sub-contractor may advertise and deliver Endorsed Programmes on an organisation's behalf and therefore have contact directly with learners/clients or employees registered through the organisation as an NCFE customer (they may be a 'satellite site' of yours).

Organisations should keep accurate and up-to-date records of all satellite sites/sub-contractors who advertise the Endorsed Programmes and let NCFE know of any changes.

It is the main organisations responsibility to make NCFE aware of any satellite sites they have or sub-contracting arrangements they have in place.

The main organisation is responsible for ensuring that any satellite sites or sub-contractors they work with adhere to these stipulations and ensure that learners receive the same information.

The main organisation must ensure that any satellite sites or sub-contractors follow the points below:

- adhere to all aspects of these stipulations and the points in the contract applicable to them (through their relationship with the main organisation)
- state, when advertising each programme, which organisation the Endorsed Programme belongs to and that they are selling or promoting the programme on behalf of main organisation

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- ensure that all learners/clients or employees are provided with details of the correct title of the Endorsed Programme, programme description and the organisation who owns the programme
- ensure that learners/clients or employees are provided with contact information for the organisation who owns the programme, so that they can contact them with any queries about the delivery or to make a complaint
- do not make any claim or imply that they are the organisation who owns the programme
- do not use any NCFE logos on their website or on any promotional materials.
- Please also ensure that these instructions are followed by any satellite sites or sub-contractors who are advertising any digital badges in relation to the Endorsed Programmes they are working with.

3.6. Third party websites

Approved organisations may use third party websites to sell or promote the Endorsed Programmes, including but not limited to, Groupon, Wowcher, Living Social and Facebook. However, under no circumstances must the NCFE Endorsed Programme logo or description, or any other NCFE logo or trademark be used on these types of websites to promote or sell any products.

They cannot be described as NCFE endorsed or have a description of the endorsement in the advert. However, the advert may include a link to the organisation website which has details of your status as an NCFE customer and the endorsement.

Please also follow these guidelines when advertising digital badges on third party websites.

3.7. Brand/logo

Please see the NCFE branding guidelines for details on how to use the NCFE Endorsed Programmes logo, they can be found in the guide to Endorsed Programmes here:

https://www.ncfe.org.uk/accreditation-and-employer-services/providers/endorsed-programmes/

Any queries about anything set out in these stipulations, or any further information, then please contact our Customer Support team via customersupport@ncfe.org.uk

4. Initial Equality Impact Assessment

An Initial Equality Impact Assessment has been completed for this policy, and no concerns were raised.

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5. Training

There are no specific training needs in relation to this policy.

6. References to associated documents

https://www.ncfe.org.uk/learning-for-work/accreditation-and-employer-services/

https://www.ncfe.org.uk/learning-for-work/accreditation-and-employer-services/learner-faqs/

7. Implementation and dissemination

Contained within the Accreditation team QMS and Accreditation Services webpage and is part of new NCFE colleague team induction. Also available on QMS SharePoint.

8. Monitoring arrangements

- Review annually
- Version control within procedure documentation and Accreditation team QMS
- SharePoint Quality Management System

9. Data retention

This policy does not involve the gathering of any specific data; therefore, no data retention timelines or requirements are needed.

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