

# Stipulations for Advertising and Promoting Customised Qualifications Policy

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## 1. Policy principles

NCFE is a UK awarding organisation regulated by the qualification regulators (Ofqual) 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 can be found on each regulator's website.

## 2. Introduction

Although the Conditions of Recognition relate to regulated qualifications (such as 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. – 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 – Qualification 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 purpose of this policy is to provide a uniformed approach to the advertising of our products, the requirements that must be adhered to and wording used to clarify the nature of customised qualifications to ensure learners are not misled in to thinking that an unregulated qualification is a nationally recognised regulated qualification owned by NCFE. Please see the above conditions B5.1 and B5.2.

#### **2.2. Scope**

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

#### **2.3. Responsibilities/duties**

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

## 2.4. Definitions

Word/Acronym	Definition
CCEA	Council for the Curriculum, Examinations & Assessment
Ofqual	The Office of Qualifications and Examinations Regulation
QW	Qualification Wales
TQT	Total Qualification Time

## 2.5. Location

The document is available Accreditation Services webpage.

## 3. Process

### 3.1. How to advertise products

When advertising Customised Qualifications, you can use wording that is appropriate to your centre 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, we have provided wording that we strongly recommend you use when advertising or promoting Customised Qualifications, please see section 3.3.

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

The advertising on your website and promotional materials will be reviewed by the External Quality Assurer allocated to your centre by using this mandatory document for reference and will be monitored on an ongoing basis. Please make sure that all points within 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 Customised Qualification accredited by us, clearly stating that it is an unregulated qualification and is not nationally recognised in all documentation (including induction materials, website, promotional materials etc.) for learners and clients to advertise the product truthfully not to mislead learners.
- Ensure that any advertising by third parties is consistent with and follows the stipulations outlined in this document. Please see section 3.4.

- Use the same qualification title that appears on the Accreditation Confirmation Report when advertising, demonstrating your ownership of the product.
- Register and certificate any learner that believes they are enrolling on a Customised Qualification accredited by us.
- Take the following into consideration regarding TQT values when using the terms Award, Certificate or Diploma in a Customised Qualification title as noted in Ofqual's Guidance to the General Conditions of Recognition (Condition E2):
  - **Award** - A Customised Qualification that has a TQT value of 120 or less.
  - **Certificate** - A Customised Qualification that has a TQT value in the range 121-369
  - **Diploma** - A Customised Qualification with a TQT value of 370 or more

### 3.2.2. What you must not do:

- Give learners cause to believe that your Customised Qualification is a nationally recognised and regulated qualification when it is not.
- Make any claims that the Customised Qualification is 'nationally recognised' or a 'nationally recognised qualification'.
- Use words like 'practitioner', 'professional' or similar in the title of your course or mislead the learner into thinking the Customised Qualification will give them 'licence to practice' in any professional role.
- Include NCFE, CACHE, NNEB, or AiQ in the title of your Customised Qualification or use NCFE as a prefix.
- Offer an 'opt in' charge for certification. Any learner undertaking Customised Qualifications must be registered with / certificated by us at no additional cost to the learner.
- Issue your in-house certificates if a learner is expecting to receive an NCFE branded certificate.
- Imply that the Customised Qualification meets industry standards to qualify a learner for employment when it does not.
- Mislead learners by claiming that completion of a Customised Qualification will entitle them to use post-nominals (such as 'Dip xxx') after their name.
- Compare Customised Qualifications with other types of regulated qualifications such as GCSEs, NVQs, etc.
- Advertise any Customised Qualifications until you receive confirmation of accreditation.
- Use the NCFE Customised Qualifications logo until you have received a written confirmation of the qualification's accreditation.

- Use the NCFE Customised Qualifications logo to promote a franchise package or franchise product.
- Use the following terms in your Customised Qualification title unless you are recognised by the Office for Students:
  - Degree (any, including Foundation Degree, bachelor's degree etc)
  - Masters
  - Doctorate
  - Postgraduate
- Advertise or describe the level of your Customised Qualification as being equivalent to any regulated qualification level (e.g., Level 2, Level 3, Level 4) or imply that it is aligned to the Regulated Qualifications Framework (RQF) or any other regulated framework or higher education recognition.
- Describe, advertise or imply that your Customised Qualification provides a progression route, pathway, or guaranteed access to a university or degree-level study unless you have a formal, documented agreement in place with the specific university named.
- Use headlines, titles, or other prominent statements that could mislead learners by giving an exaggerated or inaccurate impression of the Customised Qualification, supported only by less prominent clarification or disclaimers, or reference to exclusivity.

### **3.3. Wording to clarify the nature of Customised Qualifications**

We have created the wording below to use when advertising each of the Customised Qualifications accredited by us. We strongly recommend you use this wording. You can use your own wording, but it must abide by the requirements listed in the above section.

#### **3.3.1. To describe the Customised Qualification accreditation:**

Our Customised Qualification has been developed to meet the specific needs of our learners and has been accredited 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 qualification and is not a nationally recognised qualification.

#### **3.3.2. To describe the level in relation to the Customised Qualification:**

This qualification has been accredited as a Customised Qualification, and we have benchmarked the qualification's learning outcomes and assessment criteria at Level (using a national framework's level descriptors) to allow you to demonstrate the difficulty and depth of study.

### **3.3.3. Certification from NCFE:**

On completion of the Customised Qualification, learners will receive a certificate of achievement. The certificate is evidence of the knowledge and skills gained by completing the qualification. This qualification has been accredited by NCFE under the Customised Qualification and the certificate of achievement will be issued directly by NCFE.

### **3.4. Advertising by third parties**

A third party may advertise and deliver Customised Qualifications on your behalf and therefore have contact directly with learners registered through you as an Approved Centre (they may be a 'satellite centre' of yours).

You should keep accurate and up-to-date records of all satellite centres / sub-contractors, and any third parties who advertise your Customised Qualifications and let us know of any changes.

You are responsible for ensuring that any third parties you work with adhere to these stipulations and ensure that learners receive the same information.

The Approved Centre must ensure that any third parties follow the points below:

- Adhere to all aspects of these stipulations and the points in our Centre Agreement applicable to them (through their relationship with you).
- State, when advertising each Customised Qualification, which Approved Centre the qualification belongs to and that they are selling or promoting the qualification on behalf of that centre.
- Ensure that all learners are provided with details of the correct title of the Customised Qualifications, qualification description and the Approved Centre name that will appear on their certificate of achievement.
- Ensure that learners are provided with contact information for the Approved Centre, so that they can contact them with any queries about the delivery or assessment, or to make a complaint.
- Do not make any claim or imply that they are the Approved or that they own the Customised Qualification.
- Do not use the NCFE Customised Qualifications logo on their website or on any promotional materials.

### **3.5. Third party websites (group buying and discount voucher sites)**

Approved Centres may use third party websites to sell or promote the Customised Qualifications, including but not limited to, Groupon, Wowcher, Living Social, Facebook and Amazon Local.

However, under no circumstances must the NCFE Customised Qualifications 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 accredited or have a description of the accreditation in the advert.

### **3.6. Brand/logo**

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

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

### **3.7 Office for Students**

If you are recognised by the Office for Students, we would need to see evidence of your recognition.

### **4. Initial Equality Impact Assessment**

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

### **5. References to associated documents**

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

### **6. Implementation and dissemination**

Contained Accreditation Services webpage

### **7. Monitoring arrangements**

- Reviewed Annually
- Version Control within procedure documentation

### **8. Data retention**

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

### **9. Contact information**

If you have any queries about the contents of the policy, please contact the Accreditation team.