

ncfe.

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: accreditationteam@ncfe.org.uk

call: 0191 239 8108

Section 2

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 programmes, we're happy for you to market them by referring to NCFE endorsement.

Section 3

Initial application process

All organisations (including current customers of NCFE and CACHE) need to download and complete the Endorsed Programme Application Form (New Customer) 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 informal activity appropriate?
- Is the structure of the informal activity logical?
- 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?
- Is the scope of the informal activity too limited?
- Is there too much for the size of the content?
- Are key points repeated to help the learner?
- Are technical details and terminology provided, explained if necessary, and accurate?
- 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?
- 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 the informal activity?

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.

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

Our Endorsed Programme 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/accreditation-and-employer-services/endorsed-programmes>

¹The 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.



To define the quiet area around the logo, use the height of the (n). This is the minimum clear space that needs to surround the logo.



40mm (minimum size)

To ensure this legibility the logo should not be reproduced below a minimum size, as shown.

Endorsed Programmes logo

Variations

There are three versions of the logo designed for different uses.

Please ensure that you use the correct version.



Master logo

This is the primary logo and should be used on all applications where the background is white or light.



Mono logo

This should be used when the Master logo is not viable for resources i.e colour printing.



White-out logo

This should be used when the logo is set against a coloured background.

The logo is supplied as these versions in various different formats for print and web.

The above versions allow flexibility for the Endorsed Programmes identity to appear in full colour, mono and white-out.

Endorsed Programmes logo Incorrect usage



Do not use the logo without the strapline.



Do not use the logo on a full colour image or any back ground that would affect visibility.



Do not attempt to recreate any part of the logo. Use **only** the approved artwork.



Do not alter or swap any colours of the logo.



Do not stretch or squash the logo.