

Stipulations for Advertising and Promoting Unregulated Courses (Endorsed Learning Programmes)

Why do we need this document?

As part of NCFE (a UK awarding organisation), we are regulated by the Office for Qualifications and Examinations Regulation (Ofqual) and we are subject to Ofqual's General Conditions of Recognition. We have a responsibility to make sure all our Centres also adhere to them. The General Conditions of Recognition can be found on Ofqual's website: www.ofqual.gov.uk.

Although for the most part the Conditions relate to 'regulated' qualifications, i.e. those on a national framework, some of the conditions relate to unregulated programmes. CACHE Endorsed Learning Programmes (ELP) are an example of an unregulated programme.

These are covered by Condition B5, 'Representations regarding qualifications' as follows:

B5.1 - Statements regarding qualifications which are not Accredited 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 an accredited qualification when it is not an accredited qualification.

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.

The reason these conditions are in place is to make sure that learners are not misled into thinking that an unregulated programme is a regulated qualification.

How to advertise Endorsed Learning Programmes

To help you advertise ELP programmes correctly, and avoid any potential confusion for learners between regulated and unregulated provision, CACHE has provided some wording for all ELP owners to use.

This will enable your learners to make informed choices as they will be able to compare ELP programmes between Centres, and also compare ELP programmes with regulated qualifications. This will help learners to be clear on the differences, so they can find a programme of study to meet their needs.

Wording you should use

You should use the following wording/format when advertising any of your Endorsed Learning Programmes.

To describe what an ELP is:

The Endorsed Learning Programme is designed to give formal recognition to an organisation's bespoke courses, such as programmes designed to enable professional

development. A CACHE-endorsed programme is **not** recognised as an Ofqual-regulated qualification.

To describe the Endorsed Learning Programme:

Our course has been endorsed by CACHE. This course is not recognised by Ofqual as a regulated qualification.

CACHE certification:

On completion of this Endorsed Learning Programme, learners will receive a certificate of achievement from CACHE. This certificate must not be confused with nationally regulated qualification achievement.

Do's and don'ts

What you must do:

- Use the descriptions in the section above on your websites, brochures, leaflets and any other advertising.
- Make sure any providers who advertise or run your courses on your behalf also advertise in this way. It is your responsibility as the ELP owner to ensure that all providers adhere to these guidelines.
- Register learners with us.
- Remember that the CACHE logo can only be used to advertise the ELP and not to suggest CACHE endorsement of any equipment/resources, such as books or toys used for the delivery of the ELP.
- Seek further guidance around the advertising of International ELPs.

What you must not do:

- Describe any Endorsed Learning Programme as a regulated qualification.
- Use descriptions or wording that misleads learners, e.g. Level.
- Include CACHE in the course title or use CACHE as a prefix, e.g. describing courses as 'CACHE courses' or 'CACHE Diplomas'; give learners cause to believe that they are studying towards a recognised, regulated CACHE qualification; suggest that learners will receive a 'CACHE Diploma' or similar.
- Make any claims that the course is a 'nationally recognised qualification', or imply that the course meets industry standards to qualify a learner for employment when it does not.
- Inform learners that by completing your course they will be entitled to use post-nominals (such as 'Dip xxx' after their name).
- Compare unregulated courses to types of regulated qualifications, such as GCSEs, NVQs, etc.
- Use the CACHE logo until you have received written confirmation of approval of endorsement.
- Continue to use the CACHE logo after the Endorsed Learning Programme has expired or closed.
- Use the CACHE brand or logo in any way that could mislead or be deemed as mis-selling.
- Use the CACHE logo to promote a franchise package or franchise product.
- Permit franchisees to use the logo to promote their own business, for example on Facebook.
- Use the CACHE logo on a certificate you have created.

- Use the CACHE logo if you are not an approved CACHE Centre.

Advertising by third parties

A third party (for example, a sub-site or 'satellite Centre') may advertise and deliver some of your courses on your behalf, and therefore have direct contact with learners registered through the approved Centre.

You should keep accurate records of all satellite Centres, and any third parties who advertise your programmes. As the owner of the Endorsed Learning Programme you are responsible for making sure that any third party adheres to these Stipulations. To ensure that learners receive the same information, regardless of the provider they use, you must ensure that any third parties adhere to the following:

- they must adhere to all aspects of these Stipulations and the points in the CACHE Centre Agreement applicable to them (through their relationship with you)
- they must state, when advertising each course, which CACHE-approved Centre the programme belongs to, making it clear that they are selling or promoting the course on behalf of that Centre
- they must not describe themselves as, or imply that they are, the CACHE-approved Centre
- they must ensure that all learners are provided with details of the correct programme title and description, and the Centre name that will appear on their certificate of achievement
- they must ensure that learners are provided with contact information for the CACHE-approved Centre, so that they can contact them with any queries about the delivery or assessment of the course, or to make a complaint.

Third party websites (group buying and discount voucher sites)

ELP Centres may use third-party websites to sell or promote their courses, including (but not limited to) Groupon, Wowcher, Living Social and Amazon Local. However, under no circumstances must the CACHE logo or description, or any other CACHE logo or trademark be used on these types of websites to promote or sell any type of courses. They must not be described as CACHE regulated; however, the advert may include a link to your Centre website which has details of the CACHE Endorsed Learning Programme.

CACHE brand/logo

Please see the branding guidelines for details on how to use the CACHE logo. Some stipulations have been included in this document as guidance.

If you have any queries about anything set out in these Stipulations, or need any further information, then please contact our Customer Support Team 0345 347 2123 or email info@cache.org.uk