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Stipulations for advertising and promoting Customised Qualifications.

(CACHE Customised Qualifications)

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Section 1

Why do we need this document?

NCFE is a UK awarding organisation regulated by the qualification regulators¹ and is subject to each of the regulators' Conditions of Recognition. As such, we have a responsibility to ensure that all of our centres adhere to them. The Conditions of Recognition can be found on each regulator's website.

Although the Conditions of Recognition relate to regulated qualifications (i.e. 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.

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

¹ Ofqual in England (www.ofqual.gov.uk), Qualification Wales in Wales (www.qualificationswales.org), and CCEA Regulation in Northern Ireland (www.ccea.org.uk/regulation).

Section 2

How to advertise products

When advertising unregulated qualifications you can use wording that is appropriate to your centre, but must make it clear to learners and/or potential user 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 unregulated products, please see section 4.

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 Quality Verifier 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 are met.

Section 3

Requirements

What you **must** do:

- Use appropriate descriptions of each Customised Qualifications 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 qualification truthfully not to mislead learners.
- Ensure that any advertising by third parties is consistent with and also follows the stipulations outlined in this document. Please see section 5.
- 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.

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 unregulated 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 qualification will give them 'licence to practice' in any professional role.
- Include CACHE in the title of your unregulated qualification or use CACHE or as a prefix.
- Offer an 'opt in' charge for certification. Any learner undertaking the unregulated qualification (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 CACHE branded certificate.
- Imply that it meets industry standards to qualify a learner for employment when it does not.
- Mislead learners by claiming that completion of an unregulated product will entitle them to use post-nominals (such as 'Dip xxx') after their name.
- Compare unregulated products with other types of qualifications such as GCSEs, NVQs, etc.
- Advertise any unregulated products until you receive confirmation of accreditation.
- Use the CACHE logo until you have received a written confirmation of the product's confirmation of accreditation
- Use the CACHE logo to promote a franchise package or franchise product.
- Use the following terms in your qualification title unless you are recognised by the Office for Students:
 - Degree (any, including Foundation Degree, Bachelor's Degree etc)
 - Masters
 - Doctorate
 - Postgraduate

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

Section 4

Wording to clarify the nature of unregulated products

We have created the wording below to use when advertising each of the unregulated products 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.

To describe the qualification accreditation:

Our qualification has been developed to meet the specific needs of our learners and has been accredited by CACHE demonstrating the quality and rigor.

This is an unregulated qualification and is not a nationally recognised qualification

To describe the level in relation to the qualification:

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

Certification from CACHE:

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 CACHE under the Customised Qualification and the certificate of achievement will be issued directly by CACHE.

Section 5

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 / resellers, 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 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 Qualification, 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 Centre.
- Do not use the CACHE logo on their website or on any promotional materials.

Section 6

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 CACHE logo or description, or any other CACHE logo or trademark be used on these types of websites to promote or sell any products. They cannot be described as CACHE accredited or have a description of the accreditation in the advert.

However, the advert may include a link to your centre website which has details of your status as an Approved Centre and your accreditation.

Section 7

Brand/logo

Please see the CACHE branding guidelines for details on how to use the CACHE Customised Qualifications logo.

If you have any queries about anything set out in these stipulations, or need any further information, then please contact our Accreditation Services team on 0345 347 2123 or accreditationteam@ncfe.org.uk