

cache

Stipulations for advertising and promoting Endorsed Programmes.

(CACHE Endorsed Programmes)

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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 Endorsed Programme 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 Endorsed Programmes 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 Endorsed Programmes, 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 programme content with the potential employer or organisation for further study.

The advertising on your website and promotional materials will be reviewed as part of your annual Quality Monitoring, 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 Endorsed Programme endorsed by us, 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 and clients to advertise the product 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 programme title that appears on your Endorsed Programme confirmation email when advertising, demonstrating your ownership of the product.

What you **must not** do:

- Give learners cause to believe that your Endorsed Programme is a nationally recognised and regulated qualification when it is not.
- Make any claims that the Endorsed Programme is 'nationally recognised' or a 'nationally recognised qualification'.
- Include CACHE in the title of your Endorsed Programme or use CACHE or as a prefix.
- Imply that it meets industry standards to qualify a learner for employment when it does not.
- Mislead learners 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 you receive confirmation of endorsement.
- Use the CACHE logo until you have received a written confirmation of the programme's confirmation of endorsement
- Use the CACHE logo to promote a franchise package or franchise product.
- Continue to use the CACHE logo after the Endorsed Programme has expired or closed.
- Use the CACHE brand or logo in any way that could mislead or be deemed as mis-selling.
- 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 – you must use the CACHE Endorsed Programme logo
- Use the CACHE logo if you are not a CACHE customer.
- Use words like 'practitioner', 'professional' or similar in the title of your programme, or mislead the learner into thinking the programme will give them 'licence to practice' in any professional role.

Section 4

Wording to clarify the nature of unregulated products

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

To describe what endorsement is:

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

To describe the programme:

Our programme has been developed to meet the specific needs of our learners and has been endorsed by CACHE demonstrating the quality and rigor. This programme is not recognised by Ofqual as a regulated qualification.

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

Disclaimer statement

CACHE is a trading name of NCFE (registered company number 02896700) and CACHE; Council for Awards in Care, Health and Education; and NNEB are registered trademarks owned by NCFE. CACHE has exercised reasonable care and skill in endorsing this programme, and makes no representation, express or implied, with regard to the continued accuracy of the information contained in this programme. CACHE does not accept any legal responsibility or liability for any errors or omissions from the programme or the consequences thereof.

Endorsement Statement

CACHE is a trading name of NCFE (registered company number 02896700) and CACHE; Council for Awards in Care, Health and Education; and NNEB are registered trademarks owned by NCFE. These programmes have been reviewed by a Subject Specialist in childcare and are endorsed by CACHE, they are not a regulated qualification.

Section 5

Advertising by third parties

A third party may advertise and deliver Endorsed Programmes on your behalf, and therefore have contact directly with learners registered through you as a CACHE customer (they may be a 'satellite site' of yours).

You should keep accurate and up-to-date records of all satellite sites / resellers, and any third parties who advertise your Endorsed Programmes 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 customer must ensure that any third parties follow the points below:

- Adhere to all aspects of these stipulations and the points in our contract applicable to them (through their relationship with you).
- State, when advertising each programme, which customer the programme belongs to and that they are selling or promoting the programme on behalf of that centre.
- Ensure that all learners are provided with details of the correct title of the Endorsed Programme, programme description and the customer.
- Ensure that learners are provided with contact information for the customer, 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 customer.
- 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)

Endorsed Programme customers may use third party websites to sell or promote the Endorsed Programmes, 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 programmes. They cannot be described as CACHE endorsed or have a description of the endorsement in the advert.

However, the advert may include a link to your website which has details of your status as an Endorsed Programme customer and your endorsement.

Section 7

Brand/logo

Please see the CACHE branding guidelines for details on how to use the CACHE Endorsed Programmes logo.

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