

**CITY & GUILDS**

**ENDORSEMENT**

**POLICY**

**Version 1.0**

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For internal and  
external use

# Policy for Endorsement of Third Party Products

## 1 Introduction

A City & Guilds endorsement indicates that third party products:

- Provide support for the delivery of City & Guilds qualifications
- Have been rigorously evaluated to ensure they meet our endorsement criteria.

### 1.1 Purpose

The purpose of this policy is to define the process and criteria upon which City & Guilds will endorse third party products. The policy ensures that any endorsement:

- Provides support to City & Guilds centres or candidates undertaking City & Guilds' qualifications;
- Recognises products that are appropriate and meet City & Guilds' quality standards;
- Adds value to the product for the third party, its customers and City & Guilds.

### 1.2 Scope

This policy covers the extent of the City & Guilds' endorsement service. This service applies to products produced by a third party that could support achievement of a City & Guilds' qualification, such as:

- Books, flexible learning resources and other printed materials;
- Learning resources and other material supplied on CD or DVD, over the Internet or by other electronic media.

It does not apply to:

- revision guides;
- sample assessment materials in any form
- resources that are essential for completing the qualification.

## **2 Endorsement process**

The following section details the quality assurance process that City & Guilds will undertake when endorsing third party products.

### **2.1 Statement of interest**

Any third party seeking endorsement of a product should approach City & Guilds at the earliest opportunity, ideally when the product is in its development phase. The initial approach must include:

- the nature and purpose of the product
- the potential market of the product
- the financial viability, service standards and market position of the third party.

### **2.2 Application**

Based on an evaluation of the initial information received, City & Guilds may then invite the third party to submit an application based on our endorsement criteria (which are listed in Section 2.4.1 ) along with the application fee, to be notified a the time.

### **2.3 Review (feedback and actions)**

The application will be passed to appropriate reviewers appointed by City & Guilds for evaluation. The review process is two-fold, taking into account various technical requirements as well as subject relevance referenced to the endorsement criteria.

The reviewers will complete and submit their findings and recommendations back to City & Guilds. Where actions are required, these will be communicated to the third party and must be completed before endorsement can be granted.

### **2.4 Approval**

City & Guilds will then determine whether or not to endorse the product taking into account the feedback of the reviewers and communicate the decision to the third party. If this is successful, a Trade Mark Licence will be drafted outlining the terms of the endorsement between the third party and City & Guilds.

City & Guilds reserves the right not to endorse a third party product if it does not meet our endorsement criteria, or if it is deemed an inappropriate product.

#### **2.4.1 Endorsement criteria**

Where a product is being considered for endorsement by City & Guilds the following criteria will apply:

- The extent to which the product matches the specification of the relevant City & Guilds qualification and/or broader learning objectives, where applicable;

- The extent to which the level and approach of the product are suitable for the intended audience and its purpose (in line with its nature and medium);
- Whether the product is accurate and up to date and for digital products, fully functional;
- Whether the product is clear and logical;
- The extent to which it meets good practice in learning design;
- The regularity with which the product is updated;
- Whether the third party is stable and credible.

To determine this, the reviewer will be asked to respond to the following questions:

1. Does the product map specifically to the qualification, in terms of its content, level and learning objectives?
2. If not, which areas should be added or developed in greater depth or detail?
3. If the product is more topic-based or thematic, does it suit the intended purpose?
4. Is the product accurate and up-to-date in its content?
5. Does the product indicate any links to relevant industry standards? If so, are these links appropriate and up-to-date?
6. What are the particular strengths and weaknesses of the product from the City & Guilds perspective?
7. Does the reviewer have any reservations in recommending the product to a member of the intended audience? Can they identify any possible adverse effect(s) on learners or potential learners doing a qualification?
8. Are illustrations and/or other visual material accurate and relevant?
9. Are there more appropriate products in the market that would support the teaching and learning of this qualification more effectively? Which ones?
10. Are there any other areas on which the reviewer would like to comment?
11. Is the structure clear and logical?
12. Is the style, presentation and language level suitable and accessible for the intended market?
13. Does the stated functionality work and depend only on reasonable system requirements?
14. Does this product employ appropriate learning design strategies?
15. Does the product make any claims about improved grades of pass rates?

## **2.5 City & Guilds logo and guidelines for use**

The “City & Guilds Endorsed” logo will be sent to applicants for product endorsement by email, the terms of use thereof are as set out in the trade mark licence and in any further guidelines sent to the applicant by City & Guilds.

## **2.6 City & Guilds Disclaimer**

The following phrase (or such wording as agreed in the trade mark licence) must be inserted into the product which carries the City & Guilds endorsed logo.

‘Whilst the publisher has taken all reasonable care in the preparation of this book the publisher makes no representation, express or implied, with regard to the accuracy of the information contained in this book. Neither the Publisher nor the City and Guilds of London Institute accept any legal responsibility or liability for any errors or omissions from the book or the consequences thereof.’

## **2.7 Contact Details**

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