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AIM Qualifications and Assessment Group

We are a leading, international, Awarding Organisation (AO) and a registered apprenticeship End-Point Assessment Organisation (EPAO). We are specialists in the creative industries sector and offer a range of qualifications for learners who work in, or want to work in, the creative and cultural sector. Many AIM qualifications are included within relevant apprenticeship frameworks issued by Creative and Cultural Skills Industries.

We are regulated by Ofqual, and licensed by the Quality Assurance Agency for Higher Education (QAA) to award and certificate the Access to Higher Education (HE) Diploma. We are members of the Creative Industries Federation and the British Interactive Media Association (BIMA).



AIM INVESTING IN YOUR FUTURE



INVESTING IN YOUR FUTURE (IF)

AIM INVESTING IN YOUR FUTURE (IF) is a kitemark which recognises that your organisation is focused on excellence in learning.

Most businesses at some point will need to demonstrate the quality of the non-accredited training they provide to their staff, however it's sadly commonplace for these courses to be poorly thought through or lacking regular updates. And sometimes, an exceptional short-term course is simply overlooked and not given the recognition it deserves.

We understand that non-accredited training is an essential part of your team's development and can provide a framework for demonstrating those credentials through excellence in course design, delivery and quality assurance.

Who is IF for?

- For colleges and training providers delivering high-quality training to clients, the IF kitemark re-enforces your claim to be the best in market.
- For organisations providing training to upskill or reskill their own workforce, the IF kitemark confirms a commitment to staff development and can support recruitment and retention activity.

Why centres choose IF

Non-regulated training programmes offer the freedom for centres to develop courses that suit the needs of their staff and learners as well as meeting specific company objectives or requirements.

By choosing IF, centres are able to demonstrate that they are working in a tested quality framework that really works. It is helping them to recruit and retain customers and staff and is providing real competitive advantage.

Centres receive...

- an AIM IF approval meeting
- the IF logotype for use in marketing
- learner certificates
- centre certificate
- an annual quality assurance visit
- AIM online portal access

How do I apply?

If you already work with us as an AIM approved centre, or even if you are not an AIM centre, we recommend that you take a look at the IF quality assurance criteria found in the IF handbook (on our website). If you think this is for you then contact us and we will take you through the process.

For more information

For more information or to download a copy of the IF handbook, visit: www.aimgroup.org.uk/IF



Thanks to the excellent support and encouragement from AIM, Overworld now uses the AIM IF kitemark to demonstrate an assurance of excellence and outstanding quality of provision for our educational programmes.



Nik Turner, Director of Education

Overworld Academy