



AIM INVESTING IN YOUR FUTURE
Handbook



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Version History

25/08/2020	Handbook rebranded
15/09/2020	Process section updated





1. Introduction |

AIMINVESTING IN YOUR FUTURE (IF) is an excellence mark that gives recognition that you are an excellence focused organisation. All IF organisations have a proven record of high standards and continually drive for internal excellence in course design and quality assurance. You will benefit from the assurance that your systems have been checked and proved to be of a high standard of excellence, an accolade that can be used in your marketing materials. As a recognised centre, you can have your own education courses and programmes validated with our Excellence Mark. This shows they have met AIM's criteria of excellence in development and delivery.

2. How will IF benefit your organisation? |

- **Competitive edge** – IF will add further value to your reputation to help you gain and retain clients
- **Manage risk** – Operate within a quality framework to help provide evidence to third parties, such as government bodies, about the quality of the learning experience that you offer
- **Minimise costs** – Your delegates will receive eCertificates that are dual branded with your logo and contain the course name they have attended

You will receive the following:

- The IF logotype for use in your marketing
- A branded wall plaque to promote that you are an IF recognised centre
- An annual review visit carried out by your centre lead. Your centre lead will produce a report which can be used to inform your self-assessment

3. Becoming an IF centre |

There are two stages to approval for IF

1. **Application** – submission of your completed application form along with relevant policies, supporting documentation and initial fee. Our customer experience team will conduct relevant checks of all documentation submitted before passing it over to your appointed centre lead (CL) for verification of submission.

You can find copies of our [IF application form](#) [here](#) and the [checklist](#) [here](#)

2. **Verification meeting** – this is undertaken by your centre lead who may ask to conduct a visit to your main training centre or carry out the verification meeting remotely. Your centre lead will send a verification checklist to help you prepare for your meeting.

Annual visits are likely to be carried out remotely. The CL will forward a blank copy of the visit report, please ensure that you are able to provide all evidence required to ensure a smooth visit.



Completing the application form

Please ensure all sections on your form are completed and contain all information requested to ensure your application is processed as quickly as possible.

If you already are an AIM centre, you are not required to complete all the detail requested in the application form.

For current AIM centres ONLY

Section 1

- enter centre number
- enter locations which differ from those already known to AIM

Section 2

- enter head of organisation

Sections 3, 4, 5 and 6

- please complete these sections

Documentation/policies etc

- You will only be required to provide those annotated on the application form introduction notes.

For more details please contact us at applications@aim-group.org.uk or visit our website www.aim-group.org.uk/if

4. Fees |

IF Initial approval fee

New to AIM - £475

Current centres - £375

Includes:

- AIM IF approval support
- AIM IF verification meeting
- One annual quality assurance meeting
- AIM online portal access
- Ongoing business development support
- Use of IF Logotype for marketing
- Branded wall plaque
- 12 months IF Approval of five courses



IF Annual approval fee

Existing IF centres - **£300**

Includes:

- Annual quality assurance meeting
- AIM online portal access
- Ongoing business development support
- Use of IF logotype for marketing
- Branded wall plaque
- 12 months IF approval of five courses

Additional support visits available on request - **£260**

Additional course approval

First five courses - **free of charge**

Six to ten courses - **£150**

For centres wishing to offer above ten courses please contact your business development lead to discuss your requirements.

Registration and certification

As an IF centre you will be required to register each of your delegates with us when they start your course and confirm completion to claim certification at the end.

Registration for eCertification charges

Per delegate - **£7.00**

Replacement eCertificate - **£3.00**

If you would like to have a member of AIM staff attend your centre to present certificates, for instance at a certificate ceremony, this can be arranged subject to staff availability. Our member of staff will bring the certificates with them. Please speak to your Customer Experience Advisor to arrange a visit.



5. Operating standards |

IF is underpinned by the following principles:

1. By applying for IF, centres are indicating a willingness to work with AIM in sharing good practice and thereby raising standards of education and training.
2. The centre understands the on-going requirements of quality assurance criteria for IF may change from time to time.
3. The ownership of course design and content (intellectual property rights) remains with the centre.
4. Course details are regarded as confidential to the centre and to IF and will not be divulged by AIM to a third party without prior agreement from the centre.
5. A senior representative of the centre must be nominated as the internal quality assurance contact for the centre.
6. All staff members involved in the delivery of courses, that are to be registered and recognised under IF, have the appropriate skills, experience and qualifications to deliver and quality assure the course and are aware of the requirements of the agreement and their role in adhering to it.
7. Under the terms and conditions of the IF agreement, the centre will be responsible for the content, accuracy and legality of any course information or material. This includes making sure that all advertising and promotional course information or material which is printed, on any website or in any electronic form adheres to current legislation and regulation.
8. The centre will not advertise and promote provision as recognised by IF until approval has been confirmed and following this, the centre has received written confirmation.

6. Occupational competence guidelines for delivery of IF courses |

Essential

All tutors or trainers or delivery and quality assurance staff should:

- hold or be working towards a current recognised teaching or training qualification
- have current or recent teaching or work experience in relevant sector
- be occupationally competent to, at a minimum the level being delivered

Desirable

- all tutors, trainers, and delivery staff to have attended a 'train the trainer' course or hold a qualification in assessment of vocational qualifications
- all quality assurance staff to have attended a 'train the trainer' course or hold a qualification in quality assurance of vocational qualifications



7. Registering and certificating for IF non-regulated courses |

Centres are to register delegates on their IF courses with AIM so each learner receives an official IF certificate produced by AIM. You will only be able to register delegates on courses which have had prior IF approval.

All learners will be registered through our online portal system. Centres will receive full support from AIM on how to access the portal.

We will forward to you a file containing the requested eCertificates, all you will need to do is print them.

From time to time we will request an additional certificate which you will need forward to AIM for quality assurance purposes.

8. Marketing and promotion |

Using the IF logo type

As an IF centre you are entitled to use our IF logotype and refer to AIM recognition.

You can use this logotype on any documentation or media relating to your IF non-regulated courses which fall under your centre's agreement with AIM.

You can also have your centre's logo on your learners' certificates of completion, this helps you to reinforce your brand to gain and retain your clients. You will just need to send us a high-quality jpeg of your logo (300 dpi).

Advertising and promoting non-regulated IF courses

IF is designed to give formal recognition to your organisations' bespoke education or training provision. Courses of recognised bespoke education or training are regarded by our regulators to be 'non-regulated' provision – but are subject to condition B5, '*representations regarding qualifications*' as follows:

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's 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.

Under the terms and conditions of the IF agreement, the centre is responsible for the content, accuracy and legibility of any course information or material. This includes making sure all advertising and promotional course information or material which is printed; on any website; or in any electronic form.

All bespoke courses that are recognised by AIM under the centre's IF are subject to the stipulations and guidelines for advertising and promotion course information. AIM reserves the right to verify what it considers advertising or promoting course(s) in a manner that is likely to be misleading to learners. As the conditions above apply to AIM any confirmed or intended breach of these conditions by a centre will be taken very seriously by AIM and AIM has the right to terminate the IF agreement immediately and without notice as a result.



9. Ongoing monitoring |

Each year your centre will have an annual quality assurance meeting, either physical or remote. If a physical visit is carried out an observation of delivery will be carried out, regardless of visit type a systems and procedures review will be carried out by your centre lead. This will give you the opportunity to discuss your quality assurance procedures, update AIM on any internal changes and give us the confidence that you are maintaining your high standards. You should also take this opportunity to discuss any future courses you are considering.



10. Process guide |

