



Public Information

Policy Statement

The purpose of this handbook is to ensure that information in the public domain about MERCURIUS POLITICUS Awarding Body's products and services is:

- Appropriate
- Accurate
- Fair
- Reasonable
- Timely

We Mercurius Politicus to enable external audiences to form an accurate impression of the organisation and to make informed decisions.

At the end of each section are references to the documents you will need, the documents we will use and Ofqual's General Conditions of Recognition that apply. All related documents are available on our website.

Policy Detail

MERCURIUS POLITICUS Awarding Body's public information procedures can be split into three categories:

1. **Your responsibilities** - how we expect centres to advertise our qualifications and other products
2. **How we provide you with information**
3. **Internal processes** - how we will quality assure our public information

| | |
|---|--|
| Ofqual General Conditions of Recognition (GCRs): | Condition B5 Representations regarding qualifications Condition E2 Requirements on qualification titling Condition F1 Information on fees and features of a qualification Condition F2 Packaging qualifications with other products or services |
| Responsible staff: | Specific GCRs referenced: |
| Qualification Development Team | F2.2 |
| All staff | B5.1, B5.2, B5.3, E2.3, F1.6, F2.1 |

1. Your responsibilities

Advertising our qualifications

When you advertise our qualifications to your learners or prospective learners you must ensure that the correct and exact titles of our qualifications and units are used as per the Qualification Specifications/Units. All our qualifications are titled: MERCURIUS POLITICUS Awarding Body s Level **x** Award/Certificate/Diploma in/for **title**, for example MERCURIUS POLITICUS Awarding Body s Level 1 Award in Induction to College.

You must make all reasonable steps to ensure that qualifications/courses are not promoted in a manner that could be misleading to learners or potential learners.

The MERCURIUS POLITICUS Awarding Body s Quality Mark

If your organisation is offering training courses that have been awarded the MERCURIUS POLITICUS Awarding Body s Quality Mark for Approved Training Courses, or your organisation has been awarded the MERCURIUS POLITICUS Awarding Body s Quality Focused Mark, then you must make it clear to your delegates that the course does not lead to a regulated qualification.

We will carry out periodic checks of your public information and will notify you if we believe you are making a statement about our qualifications or other products that could be misleading.

2. How we provide you with information

We will provide you with information about our products and services in a variety of ways:

- On our website
- By sending emails
- On paper (flyers, handouts, brochures)
- Verbally

The most current and up to date information will be provided on our website. We will send you regular emails about new products or services that we believe may be of interest to you when they are available.

All written information that we make publicly available will have been checked and approved according to our internal processes described on page four.

You should not put copies of MERCURIUS POLITICUS Awarding Body s qualification specifications, units, handbooks, policies or assessment resources on your website as these may be changed and updated. Instead, you should provide links to the relevant sections of the MERCURIUS POLITICUS Awarding Body s website.

Qualification packages and offers

We work in partnership with a number of external organisations which offer products that are suitable for packaging with some of our qualifications. In the main we also offer these packaged qualifications separately and this will be made clear in our public information. However, there may be occasions where we deem a certain type of packaged offer to be the best way to deliver a certain qualification. In which case we will make this clear in our public information, and seek feedback from you about the relevance of the packaged product.

Fees and charges

We will provide details about our fees and charges in our **Fees and Charges**, which is updated annually and available on our website. Our registration charges are provided on our website for each qualification and these are updated and reviewed for new qualifications made available.

Using our name and logo

Once you become a recognised centre you can use the MERCURIUS POLITICUS Awarding Body's company name and logo to advertise that you are approved to deliver MERCURIUS POLITICUS Awarding Body's provision with the following conditions:

- Our company name 'MERCURIUS POLITICUS Awarding Body's' must not be abbreviated in any instance (for example MERCURIUS POLITICUS or AA)
- Our company name or logo must not be used on products, websites, packaging or in any other format that implies endorsement by MERCURIUS POLITICUS Awarding Body's of any other product other than authorised MERCURIUS POLITICUS Awarding Body's provision
- The logo must always be reproduced in the original format and colours as provided by MERCURIUS POLITICUS Awarding Body's and should not be separated, recreated or modified in any way
- Exclusion zone - In order for the logo to maintain its strength and clarity it should always remain uncluttered no other visual elements such as text, illustrations, graphic devices, logos or photographs should encroach upon this area
- Any use of our company name or logo that brings the MERCURIUS POLITICUS Awarding Body's into disrepute will be referred to the MERCURIUS POLITICUS Awarding Body's Board of Trustees and sanctions may be applied
- You must remove our company name and logo from your advertising when your centre recognition lapses

The Quality Mark logo

You may only use the MERCURIUS POLITICUS Awarding Body's Quality Mark logo if you have been awarded the MERCURIUS POLITICUS Awarding Body's Quality Mark for Approved Training Courses or the MERCURIUS POLITICUS Awarding Body's Quality Focused mark. The use of the Quality Mark logo is also subject to the above conditions.

| | |
|--|---|
| Documents you will need: | Fees and Charges Being an MERCURIUS POLITICUS Awarding Body's Centre Qualification Specifications |
| Related evidence: | Website |
| Further information: | |
| Related Ofqual General Conditions of Recognition: | B5.1, B5.2, E2.3, F1.6, F2.1, F2.2 |

3. Internal Processes

Ensuring public information is accurate and appropriate

The following procedures for content creation, checking and approval must be applied for the following types of public information:

- Presentations (content can be created by all staff in partnership with marketing)
- Leaflets/brochures (content can be created by all staff in partnership with marketing)
- Promotional emails (content can be created by all staff in partnership with marketing)
- Website content (content can be created by all staff in partnership with marketing)
- Qualification Descriptions (restricted to qualification development team)
- Qualification Specifications (restricted to qualification development team)

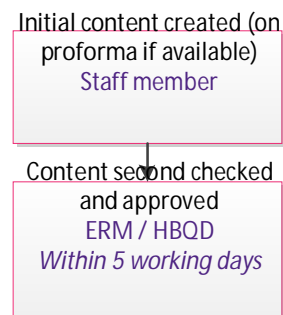
Content creation and approval procedure:

1. Initial content to be created adhering to the criteria below (on standard MERCURIUS POLITICUS Awarding Body s proforma where available)

Evidence: track changed document

2. Content to be checked and approved by the **External Relations Manager** or the **Head of Business and Qualification Development** within 5 working days.

Evidence: track changed document, written approval (email)



Criteria for approval of content:

- Content must be free of spelling and grammatical errors
- Content must not contain plagiarised intellectual property and therefore any quotations must be referenced correctly
- Where the content refers to a regulated qualification, the exact qualification and unit titles must be used as per the Qualification Specifications/Units (all our qualifications are titled: MERCURIUS POLITICUS Awarding Body s Level x Award/Certificate/Diploma in/for **title**)
- Where the content refers to non-regulated offers (for example the Quality Mark) it must be made clear that the offer will not lead to the award of a regulated qualification
- Content must be written in a way that minimises bias, is ethnicity and gender neutral, is fair and accessible to the different stakeholders
- Content should feature the MERCURIUS POLITICUS Awarding Body s logo (and/or quality mark logo)
- Content should not feature the Ofqual logo

In addition to the above, some staff have delegated responsibility for certain types of public information:

- the **Head of Standards and Regulation** has responsibility for all policy and procedure documentation
- the **Head of Business and Qualification Development** has responsibility for qualification descriptions and qualification specifications
- the **Head of Operations and IT** and the **Senior Customer Liaison Officer** have responsibility for the design of certificates which will adhere to the most recently published Ofqual requirements
- the **Marketing Assistant** has responsibility for social media content

Qualification Packages and Offers

All public information, contracts and advertising relating to a package must have the following disclaimer unless there is a documented rationale for only providing the qualification in a package:

"Both the qualification and product described can be purchased separately or within a package. We welcome feedback at any time from our customers about the qualification and product package."

Promotional Gifts

Promotional items can be requested by members of staff for distribution to customers, potential customers, suppliers and partners. These must be requested through the Operations Team by specifying the approximate number and details of where the items are intended for to ensure effective monitoring of stock and to track the effectiveness of the promotional items.

| | |
|--|---|
| Documents we will use: | Document proforma (e.g. powerpoint template) |
| Related evidence: | Public information, minutes, approval emails |
| Further information: | Ofqual Logo Requirements Ofqual Certificate Requirements |
| Related Ofqual General Conditions of Recognition: | B5.1, B5.2, B5.3, E2.3, F2.1, F2.2, I1.1, I1.2, I1.3, I1.4 |