

Assured by Pearson services policy

Document summary

This policy is for organisations seeking recognition for the quality of training programmes that they deliver. Our Assured by Pearson service is an independent benchmark that verifies the quality of the training programmes being offered.

This policy describes how the service works, what the process requires and how you can apply for it.

Contents

Pearson Education Ltd – our mission and values	3
<hr/>	
1. What is Assured by Pearson	4
How do I apply for Assured by Pearson status for my course?	4
How long is my Assured by Pearson course status active for?	5
Are there any rules relating to the titles of training programmes?	5
Are there any training programmes that cannot be Assured by Pearson?	6
Who issues certificates for my trainees for an Assured by Pearson programme?	6
Can my certificates be in a language other than English?	7
2. How to apply or contact us about Assured by Pearson	7
3. Regulatory references	7
4. Policy review date	8
5. Version control	8

Pearson Education Ltd – our mission and values

Our purpose is simple: to help people realise the life they imagine through learning. We believe that every learning opportunity is a chance for a personal breakthrough. That's why our c. 18,000 Pearson employees are committed to creating vibrant and enriching learning experiences designed for real-life impact. We are the world's lifelong learning company, serving customers in nearly 200 countries with digital content, assessments, qualifications, and data. For us, learning isn't just what we do. It's who we are. Visit us at [pearsonplc.com](https://www.pearsonplc.com).

We are regulated by the UK qualifications regulators Ofqual (England), CCEA Regulation (Northern Ireland) and Qualifications Wales (Wales). Our regulatory policies are integral to our approach and articulate how we meet regulatory requirements. These policies are designed to support centres and students and set out clearly our approach to the design, delivery, and award of Pearson qualifications and services.

1. What is Assured by Pearson

- 1.1 Assured by Pearson is a service that assures the quality of the processes underpinning the design, delivery, quality assurance and/or assessment of the organisation's own education or training programme/s.
- 1.2 The Assured by Pearson status is only appropriate for programmes and courses that are not linked to qualifications which are recognised by the UK Qualifications Regulators or any Self-Regulated Framework.
- 1.3 Pearson does not verify the assessment of learner or trainee work, nor does it make judgements regarding the content or academic level of an organisation's education or training programme. Instead, Pearson reviews the programme content against its defined benchmarks referenced in the handbook (see point 1.6) and provides a recommendation on whether the programme meets the expectations required for the Pearson Quality Kitemark.
- 1.4 Courses or programmes will not be eligible for Assured by Pearson status if you are currently, or have been in the past, subject to sanctions following an investigation by us or another Awarding Organisation in relation to malpractice or any other form of wrongdoing.
- 1.5 On successful registration of Assured by Pearson, Credly badge subscriptions must be purchased in bulk blocks as part of the bundled service solution, and a centre will issue the badge to a successful trainee through their Credly account. Training after programme endorsement will be provided to customers.

How do I apply for Assured by Pearson status for my course?

- 1.6 Please see the [Assured by Pearson Handbook](#) for full details of the application process, which also explains what evidence must be submitted with an application and what Pearson Quality Advisors will check when they audit remotely to confirm whether the application has been successful.
- 1.7 It is important that you tell us about all the locations where programmes will be delivered.
- 1.8 If Assured by Pearson status is not approved for the course, organisations may reapply one year from the date of the original application. A new application will need to confirm that the Quality Advisor's original comments have been addressed. If you would like to re-submit an approval application before 12 months have passed, you will need to have authorisation from Pearson's Head of Centre

Management before applying. The fee charged will be the standard approval fee as per the [fee booklet](#).

How long is my Assured by Pearson course status active for?

- 1.9 Assured by Pearson course status lasts one year from your initial approval or from the date of your annual quality audit along with your badge subscription package.
- 1.10 Annual quality audits are required to continue Assured by Pearson status and organisations are approved on an annual rolling basis. Organisations can purchase Credly badges for issue within the year of registration. Credly by Pearson digital badges will not be carried over into the following year.
- 1.11 The Assured by Pearson status for a training programme will be withdrawn if the specific course has not been delivered within the 12 months preceding the Quality Adviser audit. To be eligible for assurance services, organisations must have been actively delivering the programme for a minimum of 18 consecutive months, as outlined in the Pearson Handbook.

Are there any rules relating to the titles of training programmes?

- 1.12 Because these programmes are not delivered as regulated qualifications, titling may use adjectives to show a progression pathway (for example 'Introductory programme in ...' or 'Intermediate programme in ...' or 'Advanced programme in...'). The following titling **cannot** be used:
 - Use of a level or other descriptor (Diploma or Certificate) in relation to a qualifications framework (for example 'Level 1 Certificate in...' 'Level 2 Diploma in' or 'Level 4 Award in...') is not permitted.
 - Titles that duplicate nationally or internationally recognised qualifications from awarding organisations, professional bodies, or any standards-setting body.
 - Any word(s) that indicates a licence to practice. Further information can be found in the [Assured by Pearson Handbook](#).
 - Brand names of another organisation unless agreement has been given by the other organisation. Pearson may seek confirmation from the other organisation agreeing to the use of the brand or name.
- 1.13 Please see the [Assured by Pearson handbook](#) for full titling criteria.

Are there any training programmes that cannot be Assured by Pearson?

1.14 There are areas for which Pearson will normally not provide Assured by Pearson status, these are:

- Professional specialisms, particularly those for which there are normally legal requirements to be eligible for the job role, such as teaching and medical roles. Assured by Pearson Credly badges /credentials will not imply an individual has been awarded a licence to practice status which Pearson is not able to grant.
- Training programmes that include the title of working with children and/or vulnerable adults.
- Hazardous work in the nuclear industry or with hazardous chemicals.
- Training programmes that teach skills linked to life-or-death situations, such as:
 - Those associated with first aid and medical procedures including medical aesthetics.
 - Those associated with the administration of drugs/pharmaceuticals or vaccinations.
 - How to oversee and discharge firearms or explosives.
 - How to manage a hostage situation or counter terrorism.
 - How to secure the safety of individuals working in high-risk environments, this includes security roles and personal security.
 - How to physically intervene with a hostile or potentially hostile individual.

Who issues certificates for my trainees for an Assured by Pearson programme?

1.15 Once The Assured by Pearson status is granted for the organization's requested programmes titles, the organization's nominated representative can issue Credly by Pearson badges and/or printed certificates of completion using Pearson's Credly software. At the point of approval, an organisation will purchase a bundled number of badges to issue on each course for which you receive an Assured by Pearson status. Each badge will be co-branded with the organisation's logo and Pearson's logo in addition to the title of the programme.

1.16 Assured by Pearson Badging and certificates of completion are self-serve, if the customer chooses to purchase physical printed certificates, the organisation will incur an additional fee payable at the annual review stage. Customers during their

implementation call post approval will be provided a certificate template for use and upload on Credly by Pearson. For further details on pricing the Pearson Sales representative can provide detailed information or review the Fees list referenced in 1.8.

Can my certificates be in a language other than English?

- 1.17 Certificates can be in a language other than English. If you need training programme titles on badges or certificates in a language other than English, or if you plan to market your training programmes in a language other than English, we will need to review these titles as English translations at the approval stage.
- 1.18 It is important that you make sure your trainees understand that your training programmes are not a Pearson qualification, a nationally recognised qualification or that they meet industry standards that qualify them for employment.

2. How to apply or contact us about Assured by Pearson

- 2.1 For more information and details of how to apply, please read the [Assured by Pearson Handbook](#).
- 2.2 Current approved centres should contact your local Pearson representative to discuss how we can help you with your training.
- 2.3 New centres based outside the UK should contact our Approvals team via the [Pearson Contact us Portal](#).

3. Regulatory references

- 3.1 UK regulators require all awarding organisations to establish and maintain their compliance with regulatory conditions and criteria. As part of this process, policies and guides that relate to Pearson's status as an awarding organisation will reference any conditions and criteria that they address.

3.2 This policy addresses the following regulatory criteria and conditions:

Qualification regulator or relevant governing body	Regulatory rule or guidance document	Regulatory condition or criteria
Ofqual	General Conditions of Recognition	B5.1; B5.2
CCEA Regulation	General Conditions of Recognition	B5.1; B5.2
Qualifications Wales	Qualification Wales Standard Conditions of recognition	B5.1; B5.2

4. Policy review date

4.1 This policy will be reviewed in October 2026.

5. Version control

Version	Changes	Date
3	Change of language to confirm that we are Assuring by Pearson a training course/programme and not an organisation	14 th August 2025
3	Now emphasises that Pearson will not Assure by Pearson an organisation, but rather individual training courses/programmes that are not linked to nationally or internationally recognised qualifications.	14 th August 2025
3	Addition of wording “Pearson will review the content against our objectives and make a recommendation on whether the programme meets the Pearson quality kitemark on course expectations.”	14 th August 2025

Version	Changes	Date
3	Changed from focus on organisational approval to course approval.	14 th August 2025
3	New Paragraph: On successful registration of a training course/programme, a centre can issue Assured by Pearson Credly badges. Badge subscriptions are purchased the at point of approval, and a centre will issue their endorsed digital badges to a successful trainee through their individual Credly account.	14 th August 2025
3	Title changed from organisation to training course/ programme	14 th August 2025
3	If “Assured by Pearson” status is not approved <u>for the training course/ programme</u> ,	14 th August 2025
3	The course status will be reviewed annually along with the Badge subscription package. Added link for service fees.	14 th August 2025
3	Reference to visits has been removed and replaced with audits. Organisations buy Credly badge licenses for issue within the year of registration added to paragraph	14 th August 2025
3	This paragraph has been removed since we are no longer approving an organisation, we will not be sending anything for centres to display	14 th August 2025
3	Added that we will not approve a title such as Level 2 Diploma	14 th August 2025
3	Removed reference to Certificates and added Credly badges/certificates	14 th August 2025