

Marketing Guidelines

ILA Scotland is a high profile initiative and a core element of the Scottish Government's Lifelong Learning strategy. At the very heart of ILA Scotland is the commitment to provide learners with a high quality learning experience.

To register as an ILA Scotland learning provider you will be asked to demonstrate quality assurance standards for the courses you offer. This requirement runs through every stage of the ILA Scotland experience and it is equally important that these standards are applied to how you engage and communicate with your potential learners.

These guidance notes outline what is expected of your communications and marketing activity as an ILA Scotland learning provider.

Marketing activity

Awareness of ILA Scotland is generated centrally through an ongoing programme of national marketing campaigns. However, we know you will want to play a major role in ensuring that ILA Scotland is a success and you may wish to undertake additional promotional activity of your own to help achieve this. We are keen to encourage and support you in this.

However, it is essential that the integrity of ILA Scotland is maintained through clear and consistent communications. You are, therefore, required to adhere to the following guidance when undertaking any promotional activity for ILA Scotland or for any courses marketed in conjunction with ILA Scotland.

Promotional literature

If you wish to undertake generic promotion of ILA Scotland, i.e. not related to specific courses, ILA Scotland leaflets and posters have been developed for this purpose.

These materials are available to order, via the ILA Scotland website.

Should you wish to produce your own promotional materials for ILA Scotland courses you must meet the following criteria:

- you must not promote yourself as an ILA Scotland learning provider or use the ILA Scotland logo until your registration has been accepted and your courses are published on the ILA Scotland Database.
 - the ILA Scotland logo must only be used on promotional material for courses which are included on the ILA Scotland Database. Any accompanying promotional text must not imply that a course will attract ILA Scotland funding until that course has been approved by ILA Scotland.
 - if you have any doubts or queries regarding the status of your courses or your registration please contact ILA Scotland on **0141 285 6104** for guidance.
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- should you wish to publish promotional material such as prospectuses before your registration has been accepted you may include generic information on ILA Scotland. However, this must not imply that your courses will be eligible.

The following wording is pre-approved for use. Any alternative wording must be approved by ILA Scotland.

“ILA Scotland is a Scottish Government scheme that helps you pay for learning that you can do at a time, place, pace and in a way to suit you. It’s for people who have an income of £22,000 a year or less, or who are on benefits.

If you are 16 or over and living in Scotland, you could get up to £500 towards the cost of learning with a learner account from ILA Scotland.

There are two types of account available:

£200 accounts are available if you are interested in learning something new or brushing up your skills. There is a wide range of courses to choose from and you can study with any approved ILA Scotland learning provider, including learning centres, local colleges, universities and private training companies.

£500 accounts are available if you are studying a part-time higher education or professional qualification course such as a Higher National Certificate (HNC), Higher National Diploma (HND) or a Degree. You need to be studying 40 Scottish Credit and Qualifications Framework (SCQF) credits or more per year.

Higher education courses, Professional Development Awards (PDA) and Continuing Professional Development (CPD) courses are available at SCQF levels 7 – 10.

And for academic year 2010/11 learners can get up to £500 towards eligible part-time taught postgraduate courses, PDA and CPD courses at SCQF level 11.

You can only have one type of account open at any time so it’s important that you choose carefully.

To request an Application Pack, or to find out more, visit www.ilascotland.org.uk or call the helpline free on **0808 100 1090**.”

- when using the ILA Scotland logo you must follow the guidelines outlined in the ILA Scotland Style Sheet. You will receive the guidelines, together with a CD-Rom of the logo, once your registration has been accepted.
 - you must not pass on or otherwise provide the logo or style sheet to any unauthorised person or any other organisation.
 - all marketing materials must be approved for use prior to these being printed. The text on the generic ILA Scotland leaflet can be copied in whole and used on your own materials should you wish.
 - artwork for approval should be submitted to the Marketing Team, ILA Scotland, The Skills Development Scotland Co. Limited, Alhambra House, 45 Waterloo Street, Glasgow, G2 6HS or by email at marketing@ilascotland.org.uk. You
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should allow a week for approval of your marketing materials though this will be turned around as quickly as possible.

- promotional material must always include the **name, address and telephone number** of the learning provider supplying the learning.
- the eligibility criteria for ILA Scotland funding should be clearly stated, e.g. that funding up to £200 per annum is available to those with gross earned income not exceeding £22,000 per annum.
- ILA Scotland funding should be included.
- it should be clearly stated if the learning you offer includes the attainment of an accredited qualification.
- if a test or examination is required at the end of the course in order to attain the qualification, you must state clearly whether or not the cost of the test is included in the price of the learning.
- the ILA Scotland logo must not be used to imply an endorsement or accreditation of a particular learning provider's general service.
- in addition, you must ensure that any promotional materials or activities fully comply with the wider rules and regulations governing ILA Scotland, as outlined in the Learning Provider Registration Agreement and associated documentation.

Any learning provider whose promotional materials do not meet these criteria will be asked to withdraw them with immediate effect. Failure to do so or failure to comply with the other requirements outlined in this guidance may result in your suspension or de-registration from ILA Scotland.

Direct marketing

You may choose to market your services directly to individuals and again there are criteria we expect you to meet.

- if your representatives make direct approaches to individuals it must be clearly stated which learning provider they work for.
- some means of identification, such as a business card or leaflet, giving the **name, address, telephone number and ILA Scotland registration number** of the learning provider must be provided to the individual being approached. This requirement is particularly relevant to any work undertaken by intermediary organisations such as third party marketing companies.

Unacceptable activity

A fundamental principle of ILA Scotland is that individuals have a personal choice in deciding their own learning. Your marketing materials and marketing practices should not attempt to influence individuals unduly in their choice of where or how they undertake their learning.

A further principle is that individuals take responsibility for their own learning. To achieve this it is essential that individuals make any personal financial contribution payable, directly to the learning provider.

In light of these principles, examples of activities which are not acceptable include:

- you cannot imply that ILA Scotland can only be used in conjunction with your course.
 - you must not imply in your marketing materials that the learning is free and should not offer incentives to cover the cost of any learner contributions, such as:
 - credit vouchers
 - refunds / pay backs of fees or part fees
 - incentives such as “expenses”
 - free or subsidised software or hardware
 - free additional courses.
 - overly aggressive marketing tactics will not be acceptable. All complaints received from individuals will be fully investigated and appropriate action taken.
 - individuals must not be pressured or misled into applying to ILA Scotland. They should not be encouraged to sign the application form without a proper understanding of the principles and benefits of ILA Scotland.
 - ILA Scotland learners must not be asked for their ILA Scotland number unless they are registering for a particular course which they have personally selected and are committed to undertaking. Such practices may be considered as potentially fraudulent and will be treated accordingly.
 - the logos for the following organisations must not be used on any of your ILA Scotland marketing materials:
 - Scottish Government
 - The Skills Development Scotland Co. Limited (SDS)
 - learndirect scotland (unless your centre is an established learndirect scotland branded learning centre)
 - Student Awards Agency for Scotland.
 - it should not be implied that the Scottish Government, the The Skills Development Scotland Co. Limited, ILA Scotland, learndirect scotland or the Student Awards Agency for Scotland endorse any course.
 - you must not imply that any marketing activity is being undertaken on behalf of the Scottish Government, The Skills Development Scotland Co. Limited, ILA Scotland, learndirect scotland or the Student Awards Agency for Scotland.
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In addition, the following marketing activities or practices will not be acceptable.

Anything which:

- brings ILA Scotland into disrepute
- restricts the information provided to potential learners and which prevents them from making an informed decision about their learning
- could be considered as potentially fraudulent.

Learning providers who undertake such activities will be suspended or de registered from the ILA Scotland scheme.

Further information

If you have any queries about the information contained within these guidelines or are unsure on any point please contact the ILA Scotland Marketing Team on **0141 285 6104**.

