



## Chartered Status Design Competition

The Government, in collaboration with education and training providers in Further Education, is developing the concept of “chartered” status for training providers. Chartered status would recognise and reward training providers (such as Further Education colleges or independent Apprenticeship training providers) that are successful in meeting the needs of learners, employers and their communities. One of the key goals we wish it to achieve is to enhance the reputation and status of the Further Education sector. We are still developing the exact details of how the chartered status process would operate, but some of the areas that could be assessed to determine the status are likely to cover: the quality of teaching and learning provision; the experience of learners and employers while at a training provider and how well their skill needs are being met; and how the skills, training and wider needs of the community are supported.

When operational, it will be important that the status is instantly recognisable by those considering enrolling or continuing to train with a training provider. This will help learners and employers differentiate between those that have or do not have the status and raise understanding of the quality and responsiveness that can be expected from those that have attained chartered status.

We therefore want to develop a logo or motif that would signify attainment of the status and which could be used by the college or training provider alongside the title of their institution, for example on official documents or advertisements relating to the college. That is why we are establishing a competition for students in Further Education<sup>1</sup> to design an innovative logo that will be associated with chartered status.

Competitors are encouraged to use creativity and innovation. The design must be distinctive, instantly recognisable and represent or help distinguish those who have attained chartered status. Further information on the technical requirements is given below.

The winning designer will receive an ipad and the potential to have their work and design skills recognised, associated with and reproduced for the national scheme across the network of Further Education institutions.

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<sup>1</sup> The competition is open to all Further Education students who are receiving training at a provider that is funded by the Skills Funding Agency during 2012/13.

## Technical Competition Details

The competition will close at 5pm on Wednesday 16 January 2013.

Designs should be sent to: [fe.reform@bis.gsi.gov.uk](mailto:fe.reform@bis.gsi.gov.uk).

If sending in hard copy, to:

Anthony Rodgers,  
Further Education and Skills Directorate,  
2<sup>nd</sup> Floor Spur 2,  
Department for Business, Innovation & Skills,  
1 Victoria Street,  
London  
SW1H 0ET

Responses should ideally be sent in electronic format although we will accept hard copies if preferred. Files need to be small enough to send through e-mail (no bigger than 5MB). They should arrive in one of the following application types: jpeg, PDF or Word. The entry must be sent in a format that can be viewed on a normal PC.

You should try to show how your design could be used in one or all of the following ways:

- display stand
- letterhead
- web banner

The successful design will need to be scalable to enable it to be used alongside the brands that already exist in the sector.

You should include a short explanation, in no more than 100 words, of what your design represents and why you think it would help communicate the aims of the chartered status proposals. You should also set out which course and which Further Education institution you are enrolled with.

The design does not have to contain any words or text. We intend that the chosen design would reference chartered status which could be through a title or sub-title. The exact words of the title of the status awarded to training providers is still to be finalised and may vary according to the type of provider to which it is awarded.

The expectation is that any design rights associated with the winning entry would belong to the Department for Business, Innovation & Skills after the competition.

It is our intention, but we reserve the right not to, use the winning design from this competition in the final chartered status scheme. We intend to register the design as a Trade Mark. There are a number features which must be avoided including:

- a very general description of the Further Education sector or the provision of education or any characteristics of them (for example the quality or purpose) which would reasonably be used by anyone regardless of whether they possessed chartered status;
- any words or pictures that are commonly used in the education sector;
- any protected emblems, such as Royal Crown, Royal Flags, the Union Jack, Royal Arms;
- anything offensive;
- anything against the law, for example promoting illegal drugs; or
- anything deceptive; there should be nothing in the design which would lead the public to think that institutions likely to be using the design have a quality which they do not.

More detailed advice on Trade Mark criteria can be found at <http://www.ipo.gov.uk/types/tm.htm>. We would advise applicants to check the Intellectual Property Office criteria before applying.

A panel of Further Education sector representatives will select a short list of not more than 5 designs. The winner will then be chosen by the Parliamentary Under Secretary of State for Skills, Matthew Hancock. The winner will receive an ipad kindly donated by the Association of Colleges and also a signed certificate from the Minister.

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