



GREEN VALLEY ACADEMY

Marketing and Recruitment Compliance Policy

Approved: October 2026

DOCUMENT CONTROL

Reference	GVA-05
Policy owner	Principal
Approved by	Academic Board, through the Marketing and Admissions Committee — August 2026
Effective from	October 2026
Next review	October 2027
Applies to	All marketing, recruitment and published information of GVA
Linked documents	Marketing, Recruitment and Admissions Compliance Policy (detailed procedure); University of Wolverhampton course specification, fee information and brand/approval requirements; Admissions Policy and Procedure

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1. PURPOSE AND THE GOVERNING PRINCIPLES

- 1.1** Everything GVA publishes or says to attract students must be true, complete as to material information, and consistent with the University of Wolverhampton's approved course information — because the applicant's contract will be with the University, on the University's terms, and nothing GVA publishes may promise or imply anything the University's framework does not provide. This policy binds GVA to four rules from which no marketing or recruitment activity may depart: all published course information derives solely from the University's approved course specification and published fee information, with the University identified accurately as the awarding body in every material; material information — fees and additional charges as published by the University, entry through the Preparation for Foundation and Preparation for Degree assessment route with no specific qualification requirements, location, mode, length and timetable pattern — is presented before application and never varied by sales talk; no claim is made about outcomes, facilities or standing that is not current, evidenced and sourced, and no inducement is offered for enrolment; and every item of public-facing material is approved before publication under the workflow in GVA's detailed Marketing, Recruitment and Admissions Compliance Policy, with a register recording version, source-check and approver.

2. SCOPE AND LEGAL FRAMEWORK

- 2.1** This policy applies to every channel and format through which GVA communicates with prospective students and the public: the website and course pages, prospectuses and printed material, open events and Preparation for Foundation and Preparation for Degree Day materials, paid and organic social media, advertising in any medium, presentations to schools, employers and community organisations, and every individual conversation between staff and an enquirer or applicant. The governing law and standards include the Consumer Protection from Unfair Trading Regulations 2008 and the consumer-law framework as applied to higher education by the Competition and Markets Authority's guidance, the Consumer Contracts Regulations 2013 as regards pre-contract information, the UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (the CAP Code), data protection law as regards marketing communications and consent, and the University of Wolverhampton's own requirements for the marketing of its franchised courses, including any brand, naming and approval requirements the University notifies; where these standards differ, the strictest applicable standard is followed.

3. APPROVAL, THE REGISTER AND CORRECTION

- 3.1** No item of public-facing material shall be published, printed or distributed until it has completed the approval workflow in GVA's detailed Marketing, Recruitment and Admissions Compliance Policy: preparation from approved sources only; a documented source-check against the University's current course specification and published fee information; completion of the compliance checklist covering consumer law, the CAP Code, accuracy of every factual claim and the correct identification of the University of Wolverhampton as the awarding body; and sign-off by the Principal or nominated deputy, recorded in the Marketing Approval Register with the item's version number and

date. Published material carries its version and date so that superseded copies can be identified and withdrawn. All live material — every website page, every live advertisement, every document in circulation — shall be audited against the University's current approved information at least termly and immediately upon any notified change; errors shall be corrected within five working days of discovery; and where an error was material and applicants may have relied on it, those applicants shall be identified and informed individually, with the correction and its implications explained, and the incident recorded and reported to the Marketing and Admissions Committee.

4. RECRUITMENT CONDUCT

- 4.1** Recruitment conversations shall give honest, balanced advice about the demands, costs and outcomes of the course, shall direct applicants to the University's Terms and Conditions before acceptance, and shall never guarantee admission or misdescribe the division of responsibilities between GVA and the University; staff shall describe the entry route accurately, namely assessment through Preparation for Foundation and Preparation for Degree days with no specific qualification requirements, and shall never invent entry criteria this framework does not contain, nor waive the assessment it does; where a course is not right for an applicant, staff shall say so and signpost alternatives. GVA may engage external recruitment partners, including agents, referrers and remote recruiters, to support recruitment to the provision it delivers under franchise from the University of Wolverhampton, but only in accordance with the GVA Recruitment Partner Due Diligence Policy and Procedures. No partner may promote GVA, recruit applicants or submit applications until due diligence has been completed, a written agreement approved by the Principal is in place, onboarding, data protection and consumer-law training has been completed, and the partner has been added to GVA's approved Agents List. Partners shall use only GVA-approved marketing materials, shall not appoint sub-agents without GVA's express written consent, and shall be subject to regular performance review and an annual compliance audit; any misrepresentation or compliance breach shall be escalated to the Quality and Compliance Lead and may result in retraining, suspension or termination. Commission or referral payments shall never be passed to applicants as inducements, and any staff involvement in applicant referral, or any interest in a referring business, is declarable under the Conflicts of Interest Policy. Marketing communications by email or message are sent only with valid consent or within the applicable soft opt-in, always with a working unsubscribe honoured promptly.

5. GOVERNANCE AND REVIEW

- 5.1** The Principal is accountable for compliance with this policy; every member of staff who prepares, approves or uses marketing material is responsible for following it, and shall be trained in it at induction and upon material change; breaches are conduct matters, and a breach which misleads applicants is treated as serious. The Marketing and Admissions Committee receives a termly compliance report covering the audit results, corrections made, applicant notifications and any complaint about marketing accuracy, and reports material issues onward to the Academic Board; complaints alleging misleading information are handled through the applicant and student complaints routes

and reported to the Committee with the outcome. This policy is reviewed annually against current consumer-law guidance and the University's requirements, which prevail in any conflict, and the detailed operating procedure remains GVA's Marketing, Recruitment and Admissions Compliance Policy, read subject to this policy.