

## The PSHE Association Quality Assurance Mark

The PSHE Association is the national body for personal, social, health and economic (PSHE) education. We are a charity and membership organisation that supports a network of over 60,000 practitioners with teaching resources, guidance, advice, and training.

The Association supports a growing membership of PSHE education practitioners, including teachers, subject leads and others working in and with schools. We work with members to raise standards in all schools and help ensure every pupil enjoys good quality PSHE education.

The PSHE Association quality assures lesson plans and the accompanying resources (together, the '**Resources**') and our Quality Mark is awarded exclusively to those Resources that meet our best practice principles for safe and effective PSHE education. We get over 2.5 million visits to our site every year from busy PSHE teachers looking for support on a wide range of PSHE topics, and we only host and promote a select number of quality assured Resources on our website.

For further information about the Quality Mark and how to apply, please visit [www.pshe-association.org.uk/resources/quality-mark](http://www.pshe-association.org.uk/resources/quality-mark).

### Terms and conditions

1. Organisations that have developed Resources which achieve the PSHE Association's quality mark shall be granted a non-exclusive licence to use a version of the PSHE Association quality assurance mark, which states 'This resource has been quality assured by the PSHE Association' (the '**Quality Mark**') on the individual quality-assured Resources themselves and promotional materials directly relating to the Resources (including relevant web listings).
2. The organisation that has developed the Resource shall not use the Quality Mark:
  - a) To promote their organisation as a whole;
  - b) On any Resources or accompanying materials that have not been awarded the Quality Mark;
  - c) In a way that could be misleading, including, but not limited to, using the Quality Mark on a webpage or on any document referring to other Resources that do not hold the Quality Mark award;
  - d) On Resources where the content has been changed or updated since the Quality Mark was awarded, unless the new content is given approval by the PSHE Association;
  - e) On Resources where the Quality Mark award has expired in accordance with these Terms & Conditions.
3. The PSHE Association reserves the right to revoke the licence should the Quality Mark be used for any means other than to promote Resources awarded the Quality Mark.
4. The PSHE Association reserves the right to require that submitted Resources meet the quality standards in full before awarding them its Quality Mark. These quality standards are set out in the PSHE Association Quality Assurance Framework and reflect evidence-based principles of effective practice in PSHE education. We cannot guarantee the award of the Quality Mark for Resources submitted. We will work closely with organisations to help enable them to ensure

the Resources meet best practice for PSHE education in order to achieve the Quality Mark.

5. We ask that organisations are prepared to co-operate with mutually agreed timelines and to make necessary changes to their Resources in order to achieve the Quality Mark. Additional costs may be incurred if the agreed timelines are not followed and/or if additional changes must be assessed.
6. The PSHE Association reserves the right to charge the agreed price in full at any stage of the quality assurance process. This right to charge applies to all applications and is not dependent upon the award of the Quality Mark. We will require 50% of the agreed price to be paid prior to commencing the full quality assurance assessment.
7. At all times the Quality Mark remains the property of the PSHE Association and can only be used for the Resource that has met the PSHE Association's standards.
8. The PSHE Association reserves the right to refuse an application and/or funding, including in relation to quality assurance, from any individual or organisation where their vision, mission, and/or values conflict with its own.
9. Organisations seeking quality assurance of their Resources should confirm they have permission to use all text, video, images, web pages and other content in a public Resource. The PSHE Association reserves the right to exclude any Resources which do not have these required permissions from the Quality Assurance process.
10. Any materials created by the PSHE Association as part of its review and feedback shall be owned by the PSHE Association, who grant the organisation a non-exclusive, worldwide, royalty free licence to use the materials in making the recommended changes to the organisation's Resource.
11. After two rounds of feedback, an organisation will either receive approval and licence to use the PSHE Association Quality Mark on the assessed Resource or notification that the Resource(s) has not achieved the Quality Mark. In this instance, the organisation can choose to make final suggested changes that have been recommended by the assessor in order to meet the quality standards and resubmit. There may be additional costs should final changes be required.
12. An organisation has the right to appeal if they believe the quality assurance assessment is incorrect. In such cases, the organisation should present their reasons and evidence for their appeal. This will be reviewed by multiple assessors before the final decision is made. At all times the decision of the PSHE Association is final.
13. The PSHE Association reserves the right to charge extra fees to assess changes made to Resources either in response to its feedback in the quality assurance process, or as part of a development process (for example, additional Resources, new content, or updates during the quality assurance assessment). Any additional fees will be clearly communicated to the client in advance of the work being undertaken and the client shall confirm whether they wish to proceed with the additional changes.
14. Resources that gain the PSHE Association Quality Mark will be listed on the PSHE Association website. For an additional cost, publishing organisations may also purchase an individually tailored email to the PSHE Association's mailing list focused solely on the Resource, and opportunities to promote the Resource at PSHE Association events. These opportunities are exclusively available to organisations which have produced Resources that have been quality assured by the PSHE Association, but cannot be offered to all organisations that gain the Quality Mark. The PSHE Association therefore reserves the right not to offer promotional opportunities to every publisher of a quality assured Resource. The content of promotional emails and/or social media will be agreed with the client. Final wording is at the discretion of the PSHE Association. Promotional emails follow a formula that provides an objective overview of what the resource includes and aims to achieve, with a supportive quote from a PSHE Association Subject Specialist on why it deserves to bear our Quality Mark.

15. For an additional charge, Resources that gain the PSHE Association Quality Mark can also be promoted to our members and followers on social media. The PSHE Association will consult the publishing organisation on its statements about the Resource, but its decision on web, social media and email copy will be final. Follower/ mailing list numbers are constantly changing, but in summer 2023 there were over 60,000 contacts on the mailing list and 25,000 on Twitter and Facebook (note that members may be both on the PSHE Association mailing list and follow the Association via social media). Not all contacts will open messages or click through on the links provided and the PSHE Association cannot be held responsible for the response of its members to promotion of individual Resources. The PSHE Association network overwhelmingly constitutes PSHE teachers, leads and other professionals. Some topics will appeal more to some contacts than others.
16. A Resource that has achieved the PSHE Association Quality Mark will be able to use it for a period of three years, after which the Resource will be removed from the PSHE Association website and the Quality Mark must be removed, unless the Resource has been submitted for reassessment. Resources may be invited to be submitted for reassessment at an additional cost. At this time, authors should provide evidence that the Resource continues to reflect national policy, guidance and law, and remains relevant to pupils. After submission, the Resource will be considered for re-assessment, at the discretion of the PSHE Association, and, if eligible, re-assessed against the Quality Assurance Framework. If the re-assessment is successful, the PSHE Association Quality Mark will be renewed for a further three years.
17. If a Resource that has achieved the PSHE Association Quality Mark is revised during the three-year period, the PSHE Association must be notified, and, depending on the extent of any revision, the PSHE Association reserves the right to reassess the Resource and charge for the cost of doing so. The Quality Mark may be withdrawn from any Resource which has been changed without prior consultation with the PSHE Association.