

Executive Leadership Team

Paper number:	ELT26.118
Confidential:	Yes ☐ No ☒
Meeting date:	15.06.26
Document Title:	CARM Disclaimer for Marketing Collateral
Author / Speaker:	Katie Drapes, Director of SAS
Exec summary: <i>Provide a summary of the content of the paper.</i>	ELT are asked to note that a small change has been made to the CARM Disclaimer for Marketing Collateral. The change is highlighted in yellow below.
Action required by ELT: <i>Summarise the action for ELT and indicate whether the paper is for discussion, decision or information.</i>	Approve ☐ Consider ☐ Recommend ☐ Endorse ☐ Receive ☐ Note x
Expected resources / costs: <i>Financial or non-financial costs.</i>	None
Communication Action	Approved for implementation by Academic Quality, and Marketing, Recruitment & Admissions.
Refer to SMT	Share a summary coversheet and paper (author to provide) ☒
Link to UCFB strategy <i>Link to Vision 2026</i>	Theme 1: Our institution • apply to the Office for Students Register and achieve registration by 2025. • apply for a UK Visas and Immigration Student Sponsor Licence by summer 2025
DEI Consideration	No considerations over and above those already taken re: marketing collateral and website.

Proposal

In light of, both existing, and proposed OfS Conditions of Registration, e.g. Condition C5, the Academic Quality Team and the Marketing Team are working collaboratively to ensure that student-facing documents and overall interactions with students are fair and transparent, including in reference to course (re)validations.

Therefore UCFB marketing collateral is to be amended, with immediate effect to:

- all approved course titles to provide this foot/end note:

N.B. All courses are formally reviewed and revalidated every 5 years to refresh and enhance the content, assessments and outcomes. The review process for this course will begin during the 2026/27 academic year. All students will have an opportunity to feed into the review process.

- all new courses, where academic approval is still pending, to provide this foot/end note:

N.B. This course is subject to validation with effect from 2026/27

UCFB to provide the following text in a new tile in the Admissions section of the [UCFB Policies Page](#) entitled, '**Courses Subject to (Re-)Validation**'; and signpost this new tile in the prospectus:

Courses Subject to (Re-)Validation

UCFB prides itself on being very responsive to the needs of industry, and new courses are regularly added to our portfolio. This ensures that you get the widest choice available and that you graduate with the requisite professional experience and the latest industry skills.

We continually review our courses to ensure they are relevant, meet academic standards, and reflect current practice in industry and/or academic research. This means we may add new courses and/or update existing courses in our portfolio.

Subject to Validation:

Before a new course of study is introduced, a rigorous process is undertaken with academic staff, students, independent subject experts, employers, and our awarding partner. This ensures the course is current, of high quality, and able to prepare students well for their future employment or further study.

Courses identified as '*subject to validation*' are in the final stages of approval. However, approval is not guaranteed. Should the course not go ahead, UCFB will get in touch to discuss your options

Subject to Re-Validation:

All existing UCFB courses are formally reviewed and revalidated every five years via a rigorous process. This is undertaken with academic staff, students, independent subject experts, employers, and our awarding partner. This ensures

the courses remain relevant, continue to meet academic standards, and reflect current practice in industry and/or academic research. Major changes or additions to content and/or structure may be made to courses as part of this process. Should a course not go ahead in its current form, UCFB will get in touch to discuss your options.

Why advertise courses that are 'subject to validation' if they might not open?

Because of the various time intervals between applications, offers, and course start dates, it is expected that courses marketed as *subject to validation* at the time of application will be validated in plenty of time for the start of the academic year. We believe it is better to give students as much choice as possible when it comes to choosing the right course for them.

What if I have any further questions, which are not answered here?

Our Future Students Team will have the latest information about the course and will be able to put you in touch with the Course Team, who will answer any queries that you may have. They can be reached via: study@ucfb.com