

## **INVESTORS IN PEOPLE CENTRE NETWORK AGREEMENT**

### **STRUCTURE OF THE IIP INVESTORS IN PEOPLE CENTRE DELIVERY NETWORK**

#### **1. PRIMARY MEMBERS OF THE INVESTORS IN PEOPLE DELIVERY NETWORK**

The UK Commission for Employment and Skills

- 1.1 The English Investors in People Centres
- 1.2 Investors in People Scotland;
- 1.3 The Wales Investors in People Quality Centre;
- 1.4 The Northern Ireland Investors in People Centre; and
- 1.5 The International Investors in People Centre.

The network operates under the auspices of UK Commission for Employment and Skills.

#### **2. THE REMIT OF THE NETWORK**

- 2.1 The network exists to:
  - 2.1.1 Develop and consistently promote Investors in People as the pre-eminent tool for the improvement of organisational performance through the effective management and development of people;
  - 2.1.2 Provide help, support, information, advice and guidance to all Investors in People customers to ensure they gain maximum value from using the products and services;
  - 2.1.3 Provide a rigorous assessment service which recognises an organisation's strengths, challenges them to improve, and enhances the public reputation of both the organisation and Investors in People itself;
  - 2.1.4 Establish national, regional and local relationships with partners in order to generate mutual benefit; and
  - 2.1.5 Manage the relationship with the customer in accordance with the National Customer Charter.

#### **3. A NETWORK OF INDEPENDENT ORGANISATIONS**

- 3.1 The network consists of independent organisations, each of whom commits to operating under a single Investors in People brand identity and in pursuit of a set of common objectives, and to a set of common performance standards.
- 3.2 Members accept that each organisation may have its own business objectives which it is entitled to pursue.
- 3.3 Members equally commit to ensuring that they will take all reasonable steps to ensure that they do not undertake any activity which is detrimental to the reputation of the Standard, or which undermines the reputation, effectiveness or integrity of the network as a whole.

#### **4. A COMMON BRAND IDENTITY**

- 4.1 Licensed members of the Investors in People network will be entitled to operate under the title of Investors in People [*Jurisdiction*]. Members will be able to utilise the appropriate logo url/web address for their Jurisdiction.
- 4.2 In the case of the Company, it may operate under such title and use such web address as is agreed with the UK Commission.
- 4.3 The Company shall be entitled to dual brand the Services and IIP Materials, including the Company's own brands, subject to the UK Commission's prior written consent, as to the form of such dual branding as is outlined in the Branding Guidelines.

#### **5. A COMMON SET OF PRINCIPLES**

##### **5.1 Working in the best interests of the Customer:**

- 5.1.1 Members of the network commit to providing Customers with the services and information they need to get the best value from working with Investors in People. This may include referral to other sources of support or to other members of the IIP delivery network where this is in the Customer's best interests.
- 5.1.2 Members of the network will not offer Investors in People Services - either directly or indirectly – to Customers of other Investors in People Centres, nor will they attempt to dissuade Customers from using the services of another Investors in People Centre.

##### **5.2 Commitment to development and improvement**

- 5.2.1 Members of the network commit to making an active contribution to national developments in relation to Investors in People and the processes and services which are integral to its success.
- 5.2.2 Members of the network commit to taking a collaborative approach to development and improvement of the IIP Service including the framework and tools for the general benefit of Investors in People.

Members of the network undertake to inform other members of any activity they plan to carry out which may have an impact on other members, and to avoid wasteful duplication of effort. This relates to all activities including business development (to Customers), new product development, research, change of key processes, amendments to information technology etc.

- 5.2.3 Members commit to improving any process, service or approach which will improve the service to the Customer or enhance their experience of working with Investors in People.
- 5.2.4 Members commit to quality assuring their own Advisory and Assessment processes.
- 5.2.5 Members commit to taking action to tackle any performance issues which are either individual to the organisation or general to the network which have been highlighted through internal or external performance monitoring or through customer feedback.

##### **5.3 The development of people**

- 5.3.1 The network exists to promote the benefits of effective investment in people. Members therefore commit to achieving and retaining the Investors in People

recognition and strive for further development based around their individual business needs.

- 5.3.2 Members also commit to ensuring that their staff, associates, Specialists, Employer representatives and anyone else who has a role to play in the delivery of Investors in People receive the information, development and support they need to be successful in their roles.

#### 5.4 Promoting/Sharing success

- 5.4.1 Members commit to sharing success stories and developing case studies of Investor in People journeys undertaken.

### 6. DELIVERY OF SERVICES

- 6.1 Network members are able to deliver the following range of services to Customers in relation to the Investors in People frameworks:

- 6.1.1 Awareness raising, information, guidance and support

- 6.1.2 Advice

- 6.1.3 Assessment, recognition and review

- 6.1.4 Any other service which helps customers gain maximum value from working with Investors in People.

- 6.2 Individual members will be free to choose the most appropriate mix of services which best meet the needs of their Customers.

- 6.3 Members undertake to comply with the Investors in People Charter in the delivery of services.

- 6.4 Members individually or collectively undertake not to participate in, or deliver, any activity which is in direct competition with Investors in People, or which has the effect of undermining the reputation, effectiveness or performance of Investors in People or the network as a whole.

- 6.5 Members undertake not to exceed the nationally-agreed daily rate of £1000 for assessment unless otherwise approved by the UK Commission, reviewed and updated by the UK Commission from time to time.

### 7. MARKETING AND PROMOTION

#### 7.1 Using the brand

- 7.1.1 Members undertake to provide Customers with a consistent Investors in People brand experience as prescribed in the Investors in People branding guidelines as issued by the UK Commission from time to time to ensure consistency in:

- (a) Visual identity
    - (b) Language/tone of voice
    - (c) Messages communicated
    - (d) Customer service
    - (e) Information and statistics communicated

(f) Promotional materials produced/provided to customers

- 7.1.2 Members agree to uphold and adhere to the branding guidelines produced by the UK Commission and updated from time to time.
- 7.1.3 Members agree to using any new materials or messaging advised and or requested by the UK Commission from time to time.
- 7.1.4 Members commit to making necessary amendments and updates to branded materials within a reasonable period. This period will be agreed depending on the type of publication and the circumstances associated with the amendments.

7.2 Working collaboratively

- 7.2.1 Members commit to supporting national marketing activity by following up leads within the following timeframes:
  - (a) “Hot leads” proactively requesting a consultation are to be contacted\* within one week (five Working Days). However, we recommend contact within 48hrs for best chance of conversion
  - (b) “Warm leads” agreeing to a consultation are to be contacted\* within one month of the lead being received. However, we recommend contact within five Working Days for best chance of conversion
  - (c) “Cold leads” (that have been sent a standard information pack and have agreed that someone can call them in the future) are to be contacted\* between one and two months of the lead being received. However, we recommend contact within one month for best chance of conversion

(\* Contacted = spoken directly with the contact, rather than left messages.)

- 7.2.2 Members commit to generating leads through their own marketing and promotional activity as well as fulfilling any delivered through national activity.
- 7.2.3 Members commit to supporting evaluation of marketing and communication activity by providing relevant information when requested.
- 7.2.4 Members agree to promote Investors in People publications and products on their websites, via their newsletters and by encouraging advisers and assessors to also promote Investors in People paid for materials.
- 7.2.5 Members agree to use official Investors in People publications and products as available through the appointed Partner or Agent. Competing commercial products cannot be produced.
- 7.2.6 Members agree to work with any appointed Partner or Agent of the UK Commission on new product development advising on the market and content.
- 7.2.7 Members agree to use official plaques and certificates available to purchase only through the UK Commission’s appointed Partner/Agent.
- 7.2.8 Members agree to generate an agreed number of case studies per year in the format specified from time to time.
- 7.2.9 Members undertake not to reproduce sections of Investors in People publication without permission from the UK Commission.

### 7.3 Protecting the brand

7.3.1 Members agree to support Customers in their own understanding and use of the Investors in People brand and to address misuse of the Investors in People logo immediately

7.3.2 Members commit to informing and sharing with other members any information which may threaten the positive reputation of Investors in People.

## 8. INTERNATIONAL

8.1 Members agree that the contents of this Network Agreement apply equally to Investors in People International activity, with the addition of the following:

8.1.1 Members agree not to undertake international activity unless it is;

8.1.1.1 defined within the five percent (5%) rule, whereby all or any such activity must be reported to the International Investors in People Centre or its successor organisation in advance; or

8.1.1.2 where previously existing arrangements have been approved in writing by the UK Commission.

8.2 Members agree that in countries where an Investors in People licence is in operation, all International assessment activity can only be undertaken by either the International Investors in People Centre, or the international licence holder in a licensed country, unless the five percent (5%) rule applies. In such instances, both the International Investors in People Centre and the UK Commission should be informed in advance by the lead Investors in People Centre of any activity planned.

8.3 Members accept the information defined in the 'Guidelines for Assessors and Advisers working internationally' applies to all members of the network.

8.4 Members agree to provide up to date lists of their Customers on a reciprocal basis between the UK's Delivery Centres and Investors in People International or its successor organisation.