

## **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**

- 1.1 The UK Commission for Employment and Skills;
- 1.2 The English Regional Investors in People Centres
- 1.3 Investors in People Scotland;
- 1.4 The Wales Investors in People Quality Centre;
- 1.5 The Northern Ireland Investors in People Centre; and
- 1.6 International Investors in People.

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, and International 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 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 never 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**

Licensed members of the Investors in People network will be entitled to operate under the title of Investors in People *Region* (e.g. Investors in People South West). Members will be collectively called Investors in People Centres. Members will be able to utilise the appropriate logo for their region and regional url/web address.

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

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

5.1.1 Members of the network commit to providing clients 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 client's best interests.

5.1.2 Members of the network will not 'poach' - either directly or indirectly – potential or existing clients from other Centres, nor will they attempt to dissuade clients from using the services of another 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, in order to pool knowledge, share resources appropriately, and for the general benefit of Investors in People.

5.2.3 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 research, change of key processes, amendments to information technology etc.

5.2.4 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.

5.2.5 Members commit to quality assuring their own Advisory and Assessment processes.

5.2.6 Members commit to listening to feedback and to taking a constructive approach to suggestions for improvement.

5.2.7 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, Panel Members 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.

## **6. DELIVERY OF SERVICES**

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 National Customer Charter in the delivery of services.
- 6.4 Members 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 deliver any service or undertake any activity which damages the interests of other members.
- 6.6 Members undertake not to exceed the nationally-agreed daily rate for assessment of £750 within the UK, and economic equivalent within the respective sub-Licensees territory, , Subject to review and updated by the Licensor 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 IIP Branding Guidelines as issued by the Licensor 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 Licensor from time to time.

7.1.3 Members agree to uphold and adhere to the regional branding guidelines (a section within the branding guidelines document) using the regional mark to represent their company when promoting Investors in People. Guidance on how to use the branding with other logos is included in the regional branding guidelines.

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 sharing information on planned marketing and promotional activity to aid cross member working to mutual benefit

7.2.2 Members commit to allocating at least one person to co-ordinate marketing and communications work and agree to dedicate appropriate budget to support this activity

7.2.3 Members commit to developing and sharing marketing / communications plans within two months of the start of their financial year

7.2.4 Members may produce publications outside the publications contract (held with TSO), provided that such publications are authorised and appropriately endorsed by the Licensor.

7.2.5 Members undertake not to reproduce sections of Investors in People publications. Permission to do so may be granted by Licensor and members must request permission.

7.2.6 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 1 week (5 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 1 month of the lead being received. However, we recommend contact within 5 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 1 and 2 months of the lead being received. However, we recommend contact within 1 month for best chance of conversion

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

7.2.7 Members commit to supporting evaluation of marketing and communication activity by providing relevant information when requested.

## 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 IQC or its successor organisation in advance; or

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

8.2 Members agree that in countries where an IIP licence is in operation, all International assessment activity can only be undertaken by either the International Investors in People Centre (IQC), or the international licence holder in a licensed country, unless the five percent 5% rule applies. In such instances, both the IQC and Licensor 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 clients on a reciprocal basis between the UK's Delivery Centres and IIP International or its successor organisation.