

The Association of Distance Learning Colleges



Newsletter March 2023

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The Association of Distance Learning Colleges

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EVER since the chaos of 'Covid Year' I think we had all been anticipating a return to normality – in other words back to the world as it was.

Wishful thinking... and as we have now discovered time and the world moved on.

CHANGE appears to be the order of the day. ADLC must face up to this opportunity. You are invited to highlight what we are faced with - the 'bad and good', both equally important - and give us your ideas for making the necessary changes. Heather will monitor all these ideas... at least ONE idea from each of you, PLEASE... Also from your staff, tutors and teams - please do ask them for opinions and ideas, and encourage them to take in interest in the Association and all that it does.

We are hoping to recruit plenty of new Member Colleges this year - we already have two or three in the pipeline. If you know of anyone else who might be interested, again, do let us know.

Max

A New Mission Statement

EVERY now and then your Council takes a fresh look at the Association and its purposes. We have been doing this recently, and come up with the following Mission Statements –

For the industry generally – for educationalists, policy makers, awarding bodies, potential new Members and anyone interested -

Vision

To have the distance learning industry widely recognised as a credible and quality alternative to mainstream learning.

Mission

As the UK's largest membership body for distance learning providers, our mission is to ensure anyone can confidently access high-quality distance learning courses from reliable and ethical providers. We support and promote our members and their students to make the distance learning industry less distant.

For students, learners, potential learners, and their advisers -

Mission

Our aim is to help you, as the learner, find the right course at the right price from a reputable provider who will do all they can to ensure you complete your studies successfully and achieve the goals you have set for yourself.

We hope that Members, Associates and friends will approve these statements; after discussion at the AGM we will revise the website, putting them in a prominent position and perhaps relegating the existing paragraphs on the Association's history to a separate page. What happened in 1955 is hardly of relevance to today's world!

Meetings of your Association

APART from the AGM, Association meetings, which take place three or four times a year, are supposed to be meetings of the governing Council and are supposed to be quite formal - Apologies for Absence, Minutes of the last meeting to be approved, Reports from the Chairman, Hon. Treasurer, Secretary ... the usual sort of committee business.

But in fact what happens is that we gather in the Royal Asiatic Society's boardroom, help ourselves to coffee and start talking. News, views, ideas, suggestions, gossip - it is quite difficult for the Chairman and Secretary to keep the meeting on track, and writing the Minutes afterwards can be quite, ah, creative.

We have therefore devised a Plan. We will meet as a Council at 10.30a.m. and get the formal business done with a minimum of digression and deviation.

Then at 11.00 o'clock the meeting will be thrown open to all. We hope that our Members, Associate Members, Signatory Members and friends will come along and join us. We might have representatives from the student body, tutors from the Colleges, people from accreditation bodies or other organisations who are interested in distance learning or in education generally.

We might focus on a particular subject - publicity, the use of social media, recruitment, auditing, exam centres. If there is a topic you would like to discuss, let us know and we will try to arrange it. But we will also make time to talk about anything and everything that might come up. We hope this will be useful to all - see you there.

Heather Owen, Secretary - info@adlc.org.uk

NEWS FROM MEMBER COLLEGES

Distance Learning Centre

Open Awards Badge of Excellence Certification

The Badge of Excellence is a quality assurance mark and Certificate issued by Open Awards, which recognises excellent training, development and learning provision and meaningful outcomes for learners. It can be offered as a Certificate of Completion for learning where the learner is not applying for or receiving regulated qualifications or quality endorsed units. In line with Open Awards' mission to change lives through learning, the Badge of Excellence quality mark assures the training and learning activities rather than accrediting the learners themselves and can be applied to a broad range of activities,

including:

- Face-to-face training
- Group activities
- Community projects
- Distance learning
- E-learning
- Work placements
- Continued professional development

HCC

RHS People Awards

The annual RHS People Awards are almost upon us, nominations are now open for 2023.

The RHS People Awards celebrate people who have made exceptional contributions to horticulture and gardening. There are seven different categories and anyone can make a nomination.

Two new categories have been introduced this year. The Community Award which recognises anyone in the UK who has made an outstanding



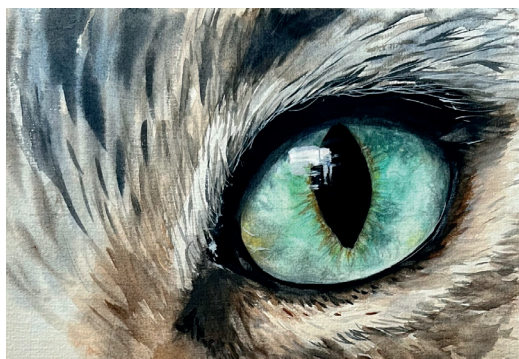
contribution to a community gardening programme, and the Roy Lancaster Award which is open to people under the age of 35 on the date of nomination and acknowledges the exceptional contribution to the practise, science or promotion of horticulture. Please visit <https://www.rhs.org.uk/about-the-rhs/who-we-are/rhs-council/rhs-awards> to submit your nomination for someone you believe should be recognised for their contribution to horticulture and gardening.



London Art College

We at ADLC have been enjoying watching London Art College's successive Weekend Art Challenges. This one has produced some particularly attractive work.

Welcome to our latest weekend art challenge! We set our students the task this week in creating 'eyes' in detail. It could be an eye from any animal or human, they could even draw their own eye if they wanted! Well done everyone for taking part this week.



Oxbridge

Mental Health courses

Are you or the people around you feeling anxious, stressed out, or overwhelmed? If so, you are certainly not alone. In these trying times of a global pandemic and monumental social issues, mental health has



*From the top -
Hare's eye by Teresa Griggs; Cat's eye by
Nelli Begg; Human eye by Tomasz Jawski.*

become more important than ever before. Developing positive coping strategies to support our overall well-being is essential for staying balanced under the pressures that life throws at us. To help make this process easier, we have a range of online mental health courses available, to all those looking to broaden their knowledge or build on existing skillsets; thereby creating healthier habits for years to come.

Our range of online mental health courses provides people with the tools and knowledge to better understand their own mental well-being as well as assist and support the mental well-being of others. Our courses are tailored for distance learning and provide modern practices and guided steps to develop positive coping strategies.

School of Health

The School of Health publishes numerous very interesting and practical articles on its blog pages. We don't have room to quote the whole of this very sound advice here – if you want to read more, go to www.schoolofhealth.com/news

Reduce food waste and save money today - Try these hacks!

With rising fuel and food prices we are all looking for ways to reduce our monthly outgoings. So how efficient is your food shop? Do you use everything you buy? Could you waste less?



Here are our top tips to spend less, waste less and save more...

1. Shop from a list
2. Choose your multibuy wisely
3. Store foods right
4. Everything can be frozen (nearly)
5. Cook in bulk
6. Use all edible parts of your plants
7. Go to the back of your cupboards
8. Cut out the soft drinks

Ideal Schools

A news item from High Growth Scotland

***Scottish-based family firm
Ideal Schools scoops the most
prestigious awards at the Oscars
of the bookkeeping profession***

[Ideal Schools](#), a family firm which specialises in online and distance-learning bookkeeping and accounting tuition, has scooped the highest accolades in what is widely recognised as the Oscars of the profession.

The Scottish-based firm, established in 1983 by Dutch entrepreneur Elias



Left to right - Brian McVean, Al and Scot van den Akker - and the Luca Awards, with added love!



van den Akker, was named the **Large Training Provider of the Year** at the [Institute of Certified Bookkeepers \(ICB\) Luca Awards](#).

At a glittering ceremony at the Park Plaza Hotel, Westminster, late last year, Ideal Schools was also named the **Friendliest College of the Year** and **Director Brian McVean** was ceremonially installed as a **Companion of the ICB**.

The Luca Awards – named after Luca Pacioli, the Cistercian monk who is credited with first documenting the process of double-entry bookkeeping – marked another year of success for the Glasgow-based firm which specialises in delivering home study bookkeeping, payroll and taxation courses.

Ideal Schools student **Saema Man** was also shortlisted in the **Student of the Year** category

and teacher **Louise Woodhouse** was nominated in the **Tutor of the Year** section.

Director Brian McVean said: “This was a wonderful and very encouraging set of results for Ideal Schools in what is a very competitive environment. They are a great recognition of the excellence towards which we strive every year.

“We are especially pleased to see the numbers of our tutors and students, past and present, who continue to be nominated in this most demanding competition. It shows the dedication and sheer professionalism of our cohorts, who have determined to carve out a rewarding career for themselves by self-learning and self-improvement.

“Despite the advances in software, there is still a huge demand for qualified bookkeepers, especially as they advise their clients on how their

businesses transition with Making Tax Digital.”

Ideal Schools is now run by Directors Brian McVean and Scot van den Akker, son of Elias – who is known as AI, and who still comes into the office up to four days a week at the age of 79. The firm facilitates accreditation, which is now a requirement for bookkeepers under money-laundering regulations.

It works closely with the ICB – the largest bookkeeping institute in the world – and the [Association of Accounting Technicians](#), the UK’s leading qualification and membership body for accounting staff.

Brian McVean added: “There are more opportunities than ever for qualified bookkeepers, and efficiently returning tax information for small limited companies can lead to owning a rewarding bookkeeping business with attractive prospects.

“Ideal Schools remains very optimistic about the years ahead, despite the uncertain times in which we live, and our key focus will always be on our students and making sure they continue to succeed. That will never change.”

And a story from one of our potential new members -

APeducation Online

Abhinav Mujoo

Sleeping out to Support Homeless - Guildhall Yard on 16 March 2023.

Fundraising for The Lord Mayor’s Appeal

Event: The Lady Mayoress’s Sleep Out Challenge 2023, from 16 March 2023 to 17 March 2023

On 16 March, I’ll be spending the night sleeping outside at Guildhall Yard to help highlight the rising number of homeless people in the City and raising funds.

- Have we ever thought how thousands of Londoners sleeping rough every night feel.
- How many have been diagnosed with a mental health issue.
- The stress they undergo, the violence they face.
- How many people have suicidal tendencies, still they live to see the day.

I’ll be setting up my sleeping bag in Guildhall Yard overnight alongside Lady Mayoress Felicity Lyons on Thursday 16 March.

No one is homeless by choice and no one deserves to be in that situation.

My aim is to highlight the rising number of homeless people in the City and to raise vital funds.

You can support me and help raise awareness and much-needed funds to help tackle the issue of homelessness by simply donating here.

♥ I am Sleeping out to Support Homeless - Guildhall Yard on 16 March 2023.
Fundraising for The Lord Mayor's Appeal

THE LADY MAYORESS'S SLEEP OUT
Please support my fundraising campaign

DONATE NOW Together We can!

Support me and help raise awareness and much-needed funds to help tackle the issue of homelessness by simply donating here

POTENTIAL NEW MEMBERS

Our Members are the life blood of the Association, and the more we can recruit the more representative of the industry we will be. We are happy to say that we have had several applications in the last few months - some due diligence has to be done before we can admit them as full Members but we are happy to introduce them here.

APeducation Online,
www.apeducation.co.uk
Abhinav Mujoo, Principal

Our Mission

To provide a stimulating and high quality environment to a diverse range of individuals where they can rediscover their potential, empower themselves and transform their lives.

APeducation Online Limited is a UK-based skills development institute and consultancy providing training, assessment and credentials in professional development, vocational training and higher education qualifications. We provide a high quality learning environment to a diverse range of individuals and organisations, helping them rediscover their potential, and empower and transform themselves.

Our qualifications are nationally recognised and quality assured and will give you the skills, knowledge and confidence to take your career where you want it to be. Our approach focuses on encouraging innovation, creativity, productivity and competitiveness – we focus equally on the academic concepts and its practical application.

A first-rate quality assurance

system supports all that we do. We have a highly qualified team who are committed to enhancing your learning experience. They bring together a mix of expertise across industry experience, academic roles, and subject disciplines.

APeducation Online Student Wins Top UK Training Award

We are proud to announce that Roxanne Kerr, has won the 'Training



Organisation Candidate of the Year' award at this year's Scottish Qualifications Authority (SQA) Star Awards.

Speaking after the awards, Roxanne said she was delighted to be recognised for the hard work she put into achieving her qualification and the support provided by APeducation Online that contributed to her success."

College of East Anglia

www.collegeofeastanglia.co.uk

website under construction

This is a relatively new start-up and does not yet have an operational website. However they have been working with Norwich City Council and with UEA, and with the Norwich Institute of Languages; they also provide courses for asylum seekers and refugees, their mission in this area being to equip people to find work and become integrated into society. The College provides courses in Health & Social Care, Teaching and Education, GCSE English and Maths, and also Aviation.

Inside Academy

website under construction

The brainchild of a very enthusiastic young man, David Bone, an ex-offender and alumnus of PET, whom Heather met at a PET event in London. He proposes to teach business start-up skills to serving prisoners, in the hope of getting them out of the cycle of re-offending.

The Institute of Counselling

www.instituteofcounselling.org.uk

We have talked to Ian Morrison, son of Neil Morrison whom many will remember, as the Institute was a valuable Member of this Association for

many years; he may be interested in re-joining. We very much hope so.

London School of Business and Social Sciences

www.londonsbs.org.uk

with an address in the City Road, EC1V 2NX; the manager Justin Shaw submitted an application form.

London School of Business and Social Sciences UK Ltd is an international educational institution offering courses in the area of business, finance, economics, management, marketing, information technology, English language and Social Sciences. The school has three branches in the world's major cities. The head office is based in Central London and branches are located in Dubai and Geneva.

The Sheffield College

sheffcol.ac.uk

This is the first time we have been approached by an existing public sector College to grant Membership to its Distance Learning operation - something we have wished to do for some time.

Rob Chamberlain, Assistant Principal, tells us "We're mainly promoting our health and social care offer at this time, with a view to expanding this into other curriculum areas in the coming months. We're also developing a new section of the website to promote the courses as part of our refreshed Adult offer, which should be launching in the next month or so."



Institute of Counselling
experts in clinical and pastoral counselling

NEWS FROM OUR ASSOCIATE MEMBERS

HighGround

A Pilgrimage

On the 19th March Sara Graham-Clare will be embarking on the 178 mile (286 Km) London to Walsingham Camino Pilgrimage in aid of HighGround.

'I am 64 years old, a retired Registered Nurse. I volunteer with the British Heart Foundation and also as a Run Leader with a local running group.

Pilgrimage is something I have wanted to do for many years. I enjoy walking and love being out in nature. Experiencing the benefits of the natural world on Mind, Body and Spirit, it seems fitting to help an organisation such as HighGround.

My plan is to set out from London Bridge, St Magnus Church on 19th March. The first three stages are fairly urban. Hopefully the weather will be kind as we approach rolling hills and countryside.

There are a few options, the walk can be tackled as one continuous effort, or split into stages according to fitness, time limits etc. By the time I reach Saffron Walden/Bury St Edmunds, I will see how fatigued I feel and if it is wise to take a short break.

The walk is recognised by The British Pilgrimage Trust.

I have a tracking device which I will use to record the route and distance. I will upload progress and photos onto



Facebook to help the cause as the walk progresses.

I hope some good fundraising can be achieved for HighGround, a very worthy cause.

Many thanks
Sara Graham-Clare

Donate here:

https://localgiving.org/.../SaraPilgrimagewalk_London.../

ICB

ICB bookkeepers are increasingly seen as savvy advocates and valuable spokespeople for brands

Influencer marketing has become a popular way for brands to reach their target audience through social media. It involves collaborating with individuals who have a large following and

influence on social media platforms such as LinkedIn, Instagram, YouTube, and TikTok, to promote a brand's products or services. However, with the rise of influencer marketing comes the need for advertising regulations to ensure that consumers are aware of the paid partnerships between influencers and brands.

As an ICB bookkeeper, you may not consider yourself an influencer, but with ICB being the most vibrant community in the accounting profession, ICB bookkeepers are increasingly seen as savvy advocates and valuable spokespeople. You may find yourself being offered commission or gifts in exchange for posting on your social media channels. You may genuinely believe in the product, service or its functionality, however, you must always make it clear if you have received anything in exchange for your post.

In the UK, influencer marketing is subject to advertising regulations to ensure transparency and protect consumers from misleading advertising. The [Committee of Advertising Practice \(CAP\)](#) and the [Advertising Standards Authority \(ASA\)](#) are responsible for regulating advertising in the UK, including influencer marketing.

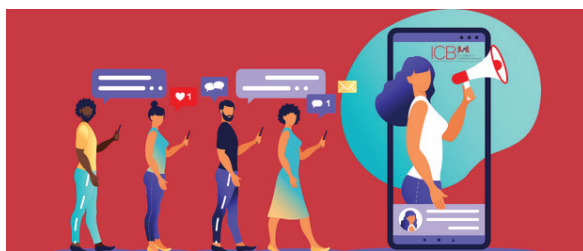
The CAP Code applies to all advertising, including influencer

marketing, and requires that advertising to be legal, decent, honest, and truthful. Influencers must ensure that their content complies with the Code and does not mislead consumers. Any paid partnership or sponsored content must be clearly labelled as such, so that consumers are aware of the commercial relationship between the influencer and the brand.

The ASA has provided guidance on how influencers can comply with the Code when creating sponsored content. Influencers must use clear and prominent disclosures, such as #ad, #sponsored or #paidpartnership, in the post, title or caption, to indicate that the content is a 'paid' partnership. The disclosure should be visible to the consumer, so they are not misled.

The ASA has also provided guidance on how influencers can ensure that their content is not misleading. Influencers must ensure that any claims made about a product or service are accurate and can be substantiated. They must also disclose any material connections to the brand, such as if they have received free products or have a personal relationship with the brand.

If an influencer fails to comply with the advertising regulations, they may face sanctions from the ASA, including



having their content removed or being banned from advertising in the future. Brands who work with non-compliant influencers may also be held responsible for any breaches of the Code.

ICB Bookkeepers are some of the best influencers out there, and more often than not, you will be posting about a product or service because you genuinely believe in it and want to spread the word to your peers. Just bear in mind, the next time you receive a gift or referral fee in exchange for your post, you must ensure that you clearly label the post as an ad or sponsored post.

Marine Society

There is no better time to support the Marine Society's Coming Ashore programme!

Launched in 2020, the programme is now entering its fourth year of operation and is keen to hear from Maritime London members that are willing to sponsor the programme through the tiered support packages detailed below.

Marine Society has long been regarded as the first choice for seafarer learning and professional development, providing education, resources and financial assistance to seafarers across the globe. The charity continues to evolve to meet these needs with the Coming Ashore programme that realises the outcomes of the 2015 Maritime Growth Study and vision of Project Ulysses. It provides the only structured programme for



seafarers who need help to make that challenging transition ashore into maritime roles.

Seafarer's skills at all ranks are highly valued and the need to retain these within the industry remains strong. Nevertheless, without professional support, too many fail to plan their transition effectively and often return to sea after short periods ashore. That is why the programme's cadre of industry mentors, many who are ex-seafarers themselves, are ensuring a high conversion rate among those who join the programme. These mentors bring a wide a range of sector expertise including maritime law, insurance, broking, surveying and many others. This allows the seafarer to be matched with a mentor that meets their career aspirations.

Nearly 400 applicants have accessed the programme with around a quarter completing the process and demand is growing. To date, Coming Ashore has secured maritime jobs for 35 seafarers in such roles as Port Agent, Maritime Lecturer, Marine Surveyor and Freight Operator with large employers such as IDWAL, Maritime & Coastguard Agency, Carnival UK and APB Humber.

Following a well-attended launch event in July 2022, Marine Society announced a new Sea to Shore Industry Placement Scheme

(SSIPs). The scheme is to provide short placements for seafarers so they can experience life ashore in a chosen maritime professional services company. The scheme saw its first seafarer placed with UK P&I Club Thomas Miller in December 2022 and the firm were delighted with the outcome. But more placements are needed. If you would like to register your interest in offering a SSIP please complete this [form](#).

Marine Society are now inviting employers to commit as part of their CSR to one of the tiered packages below. The programme is looking to secure annual sponsorship of £50k to ensure its ongoing operation through staffing and resources.

NEBOSH

NEBOSH, the National Examination Board for Occupational Safety and Health, has partnered with global beauty brand L'Oréal to encourage and enable greater diversity within the health and safety profession.

The 'NEBOSH L'Oréal International Bursary: Enabling women in health and safety' has been created to offer

learning opportunities for women who want to enter or progress within the profession. Five women, based internationally, will be chosen to receive paid-for study and assessment fees for the NEBOSH International General Certificate in Occupational Health and Safety.

Women are underrepresented within the profession; various research indicates that they represent 18-27% of people working in the health and safety industry. This underrepresentation permeates to women worker's health and safety; for example 29% feel inadequately catered for by personal protective equipment (PPE) that's designed to protect them at work.

NEBOSH's most popular qualifications are its National and International General Certificates. Whilst the National version has seen a more than 7% increase in women learner representation over the past ten years, the percentage of women taking the International version has remained static. The NEBOSH L'Oréal Bursary aims to kick-start an upward trend; increasing opportunities and awareness for international women who want to develop their skills and careers.

Dee Arp, NEBOSH Chief Operating Officer and a member of the Bursary judging panel, says: "Diversity is so important; it encourages creativity and positive change within our practices – it also ensures the different people we protect in the workplace are represented in HSE strategies and programmes. That's why I'm excited to be part of this Bursary, selecting and

The NEBOSH L'Oréal
International Bursary:
Enabling women in
health and safety



L'ORÉAL

supporting international women to join our wonderful profession.”

Prisoners' Education Trust

LAYERS: LOOKING INSIDE HMP HOLLOWAY

Power Play Productions and Daddyless Daughters presented a groundbreaking exhibition of photographic portraits, letters and films from 30 former prisoners of HMP Holloway. The exhibition ran at the Copeland Gallery in Peckham 8-12 March over International Women's Day and Women's History Month 2023.

Showcasing 30 ex-prisoner contributors of different ages, races, classes, and gender-expressions, **LAYERS: LOOKING INSIDE HMP HOLLOWAY** is an immersive exhibition

of photographs, films and letters that reveals the breadth of lives touched by the criminal justice system.

The photographs and films were shot on location by Joya Berrowat the derelict HMP Holloway site in north London, before demolition began this year. HMP Holloway was the largest women's prison in Europe until 2016, housing many thousands of women over 170 years, from the suffragettes to Greenham Common protesters. The 10-acre site was acquired by Peabody in 2019 and is currently being turned into housing.

Women in prison are often depicted in stereotyped and voyeuristic ways. **LAYERS** overturns that. It platforms a group of 30 individuals who have gone on to be poets, funeral directors, mums, CEOs, boxers. It challenges reductive simple stereotypes of prisoners we see in films and on TV.



This exhibition is the culmination of a years-long community project centred around the Holloway site's closure, working with former prisoners to explore what this site meant to them. LAYERS created access for former prisoners to return to the derelict site in a therapeutic and trauma-informed way, to tell their stories. This project was built around the agency of the contributors – they decided to return to Holloway, how they wanted to be depicted, what to wear, who to write to, what to say.

Showcasing thirty contributors, the exhibition shows the breadth of individual experiences found in the criminal justice system. At the same time, it also shines a light on systemic patterns of trauma, poverty, and abuse that disproportionately impact women prisoners: over half the women in prison report having suffered domestic violence with 53% of women reporting having experienced emotional, physical or sexual abuse as a child (Prison Reform Trust).

It gives visibility to voices that very rarely gain access to speak for themselves on a national stage.

Skills and Education Group

The pilot cohort of the Skills and Education Group's diversity mentoring programme has received excellent feedback from participants.

On Thursday 8 December 2022, mentors and mentees on the programme came to Robins Wood House for a focus group facilitated by programme lead Rajinder Mann OBE.

"Empowered", "rewarding" and "mindful" were just some of the words used by participants as they reviewed and reflected on the programme.

The diversity mentoring programme aims to support equity, diversity and inclusion (EDI) in the workplace. For those taking part, the aim is to increase awareness of one's own cultures and differences, focusing on individualism and collectivism whilst raising increased awareness of stereotypes and taboo subjects.

As well as encouraging EDI, the programme is also designed to support the career development of both mentors and mentees. The mentoring approach provides guidance for mentees to find their own solutions, rather than being instructional. As Rajinder herself said in the focus group, "You know the answers yourself, mentoring just gives you that bit more stability and support."

Those taking part benefited from Rajinder's expertise in EDI training and over 37 years of experience in education. Rajinder is the former Chief Executive of the Network for Black and Asian Professionals and a former Executive Director of the Black Leadership Initiative.

Here is some of the feedback shared by participants in the focus group.

Providing different perspectives

The participants spoke about how the programme opened their eyes to the different perspectives and experiences of those from diverse backgrounds.

Sam (Lincoln College Group) said



that her mentee Yani (Burton and South Derbyshire College) shared an experience that “blew me away”. Sam was stunned to hear about Yani’s experiences of everyday discrimination, which has made her think “What can I do?” to improve the student experience for learners from all backgrounds at her college.

Similarly, Lucy (Lincoln College Group) said the programme has made her more self-aware, particularly in terms of the language she uses, and more mindful of the experiences of those from different backgrounds:

“There’s much more for me to learn, I’m much more aware of diversity, this programme has made me aware of my lack of knowledge.”

The mentees shared similar thoughts. Bhavna (Leicester College) said the programme has helped her to look at things from different points of view and challenge the barriers she places on herself. Yani said the programme was a “great learning curve” and that it was beneficial to be

paired with a mentor of a different race because it allowed them both to see different perspectives.

PETbc

Pet Education, Training and Behaviour Council refocuses its objectives

The Pet Education, Training and Behaviour Council (PETbc www.petbc.org.uk), has taken the decision to widen its remit in response to the spike in serious canine related incidents. These have shown that not enough attention is being given to proper socialisation and early training while too few owners understand the importance of providing boundaries for their dogs (and their children in relation to dogs, too), which has resulted in the increasing pressure on rescue organisations.

It is vital that all those involved professionally with dogs, from dog groomers, walkers and trainers to breeders boarding kennels, home



boarders and veterinary surgeons, have an understanding of, and a common sense approach to, dog training and management.

The Council are determined to make a difference. They recognise that it will be complicated but they are going to try. They will of course, be working with distance learning colleges, the most important of which is a member of the Association - the Animal Care College

David Cavill FRSA President of PETbc

AAT

AAT has showcased to parliamentarians its new strategic plan to 2030 in a reception held in the Palace of Westminster on 7 March.

Baroness Penn, Parliamentary Secretary to the Treasury, and Chair of the Work and Pensions Select Committee, Sir Stephen Timms MP, both spoke at the event which was also attended by MPs and business leaders from across the accountancy and related professions.

Speaking ahead of International Women's Day tomorrow, Baroness Penn welcomed AAT's new strategy and its commitments to diversity,



inclusion and sustainability. She highlighted AAT's focus on opening up the accountancy profession to those from all backgrounds and commended AAT for being the first accountancy body to sign up to the Women in Finance Charter and exceeding its initial target of 40% of women in senior roles ahead of schedule.

Sir Stephen Timms MP, also a former Treasury Minister, welcomed the strategy's focus on apprenticeships and spoke about how apprenticeships in professional services, such as those championed by AAT, were an exemplar that many countries internationally were keen to follow. Sir Stephen also praised AAT's strategic priority on professionalism and raising standards, emphasising its importance in helping build public trust and confidence in the profession.

Joining the two speakers was AAT's CEO, Sarah Beale who set out the three core themes running through the strategic plan: keeping the profession relevant, driving up professional standards, and building responsible business. Christina Earls, President of AAT, ended the evening with a speech celebrating the winners and runners-up of AAT's first ever Impact Awards, which recognise the outstanding impact and contribution of those across the finance profession, and whose achievements were celebrated in-person for the first time.

Commenting after the event, Sarah Beale said: "It was fantastic to see such broad political support for AAT's new vision. Critical to the plan's success will be the continued support and

growth of AAT's inclusive membership community as well as many of our key stakeholders, whom I was pleased to see at the reception.

"The accountancy profession is not immune to the ever-increasing pace of change that UK businesses are facing today and AAT stands ready to support it. By 2030, we will have helped widen access to finance careers and equip accounting professionals with the real-world skills needed to support businesses and boost productivity. I welcome both Baroness Penn and Sir Stephen Timms' warm words about our strategy and urge all political parties to support our mission to make it possible for more people to experience the opportunities a career in finance brings."

Royal Forestry Society RFS Celebrates World Book Day

To celebrate World Book Day RFS have invited Tom Blofeld, author and creator of BeWILDerwood, to inspire us with his work and announce our brand new competition!

"World Book Day has become a beautiful tradition for children and adults to enjoy and share a passion for stories. When thinking about how best we could encourage children in their learning as well as appreciation of green spaces, woodlands, and forests, a short story competition seemed the perfect fit. We are thrilled that Tom Blofeld and BeWILDerwood were so keen to help us in this aim and are so excited to see what imaginative entries



we receive!”

We love seeing the imagination and creativity of young people when out in woodlands and exploring nature, and want to see who else might have a fantastic story waiting to be told.

Could you be an author like Tom and create your own fictional woodland world? Here's your chance to show us!

Your story must be based in a woodland or forest and be no longer than 1000 words. To enter you must be between 6-10 years old and live in England or Wales. Make sure that we receive it by 8pm on the 1st May 2023 via the form below.

Prizes include tickets for an awesome woodland adventure at BeWILDerwood Norfolk or Cheshire. Winners will be announced in the summer.

Royal Horticultural Society Gardening for health and wellbeing - how gardens boost your mental and physical health

Gardens and gardening make us feel better – that's a fact – and the real magic is that anyone, anywhere can enjoy their healing power. Here's how to find your way with gardening and

some stories from people whose lives it has changed for the better.

Gardening has come to the rescue for many people confronted by all sorts of challenges.

From private plots to hospital gardens, churches, allotments and prisons, people all over the country are harnessing the power of gardening for good.

The Therapeutic Gardener

Helping people who are facing mental health and wellbeing challenges can be a demanding role but that's exactly what our Therapeutic Gardener takes great pride in doing

Ozichi Brewster is our Therapeutic Gardener based in Salford, where she's welcoming patients, referred by their GPs, to experience the healing power of nature and gardening at RHS Garden Bridgewater. She is well placed to support them and understand how difficult and overwhelming life can feel: in her former professional role she herself faced stress which eventually became unbearable.

'After 15 years in mental health advocacy I was teetering on the brink of burnout and needed to care for me.

I wanted to garden and be able to work in and with nature – this and caring for others is my passion.'

Ozichi's life took a different turn when she arrived at the garden. Putting the community at the heart of her work in a role that's unique in the RHS, she has developed a wellbeing programme that will support up to 75 local people as it rolls forward.

Returning to roots

'I've always gardened and can take it as far back as the life I lived as an infant in Nigeria. I was born in the UK and went back to my parents' country at a very young age, spending nine years there living in a village. There's so much nature around you, no concrete, everything is earthy and all our foods were growing around us,' says Ozichi.

'I had that passion instilled in me right from the onset of infancy and it's never left me. I'm always drawn by

nature, it's an important part of my life and I've done various jobs – but the best ones have always been when it's been connected to nature. Even if it hasn't been part of my work in the past, it's something I've done for myself, so having a garden where I'm growing food or having an allotment has always been an important part of my journey.'

This is gardening in its simplest form really, it brings a sense of satisfaction'

When other people are involved, she enjoys gardening even more. 'The people element is an aspect I like, that social interaction. I like assisting people and enabling them – when you put that with gardening it's the perfect combination for me. When you see people working in nature, they work together quite happily to get an activity completed. For me, that's community gardening at its best, with no barriers, I like to be able to see people thrive.'



CERTIFICATES OF EXCELLENCE FOR STUDENTS, TUTORS AND TEAMS

A significant change this year – we decided that the name ‘Certificate of Merit’ did not sufficiently signal the recipients’ achievements. Indeed, in some areas ‘Merit’ is a sort of halfway grade between a plain pass and the highest score. We therefore decided to rename our award **The Certificate of Excellence**.

The Association of Distance Learning Colleges awards Certificates of Excellence to students who have captured the imagination of their course providers. Member Colleges may nominate any student they choose, but an appropriate candidate might be someone who has:

- retrained by distance learning to get back into employment
 - achieved an outstanding exam or course result
 - overcome personal difficulties to achieve his/her goal
- We are pleased to present some of their stories, and hope they will inspire others.

Mariya Matviyenko **Student with London Art College**

Based in Odessa, Ukraine, Mariya Matviyenko began her diploma course in Drawing & Painting in late December 2021. As her tutor, it was immediately clear to me she was diligent, focused and also very talented, possessing excellent observation, drawing and painting skills from day one. Art was definitely more than just a passing interest or hobby for her!

As we are all now very much aware, her country was turned upside down late February 2022 with the Russian invasion.

Despite the threats and fears imposed by the war, including regular power cuts, she maintained her creative focus and momentum with her work, often submitting more than required and always to an excellent standard. She told me once that art



was ‘her rescue’.

So, apart from being one of the most talented and dedicated students



I have had the pleasure of tutoring through the course, she has also managed to do it in the face of constant danger, mental pressure and uncertainty. Mariya passed her diploma with Distinction on the 23rd December 2022.

Eleanor Piper **Student with BSY Group** **Eleanor's Story**

We, my husband and I and two young children, live in our beautiful Gearach Forestry on the Isle of Islay, off the west coast of Scotland.

I am surrounded by my animals, a horse, two donkeys, two goats, 6 Spaniels, and numerous peacocks and peahens and 1000 acres of pine forestry. The incredible wildlife is all around us, we can see the Atlantic Ocean and the weather rolling towards us!

The Labyrinth

In February 2012 we discovered and uncovered a 7 circuit Labyrinth inside the forestry. This was such a turning point for me as I realised that we were only custodians of the forestry. In March 2020 I became qualified as an Equine Facilitated Learning Practitioner. My heart set on using my horse and donkeys to help people who suffered with anxiety and other issues. Before I could do anything – Lockdown! It was at this point I realised that all my animals and the forestry helped us enormously during those frightening and uncertain times. The thought that I could offer to others the experience of the healing benefits of the Gearach forest became so much clearer.

G.I.F.T.

I am so excited about launching my new, unique Health and Wellness business: G.I.F.T – GIFT is a unique opportunity to experience Forest Bathing and Focused Relaxation.

G – Gearach. I – Islay. F – Forest.
T – Therapies.

I had found BSY on-line, and knew immediately that they were right for



me. The extensive range of courses that they offer was so inspiring. I was able to choose the exact course that I needed, so I enrolled for Animal Assisted Therapy and I decided to also do a general interest study, *Art – Its Place In Therapy*.

My lessons were fun and very informative, and I found great satisfaction in reading, researching and completing my lesson papers. Once completed I could see that BSY courses could offer me so much more, so I enrolled for *Mindfulness, Movement and Meditation & Healing Meditation*. It was these two courses that basically changed my life. I know that I wish to continue to study and grow through BSY courses, one can never stop learning and to be able to offer that teaching for others to benefit from is the greatest GIFT.

Diane Toon
Student with HCC– The Horticultural Correspondence College

Diane's tutor says –

Diane answered the questions to a very high standard and complemented her work by including information from her own practical experience. She demonstrated her own good husbandry techniques and attention to detail to the reader. Information effectively collated to produce work that was a pleasure to read.

Diane says –

I have kept sheep for four years and wanted to do the very best for them. Joining the Sheep Farming course gave me the confidence and



knowledge that I needed to be my best for my 'girls'. My understanding of lambing, grass keep and medicines has improved so much. I felt I knew my ewes and their characters, but the course has added to my information, helping me to recognise correctly lameness, stages of labour and when to let nature take its course or intervene. The course was the best thing I have done in a long time.

Archie Utting
Student with HCC – The Horticultural Correspondence College

My name is Archie Utting and I am 15 years old. I am home schooled and have thoroughly enjoyed studying this course. It has helped me gain the knowledge I needed to secure my apprenticeship on a livestock (sheep) farm, which I start later this year. It



gave me the theoretical knowledge and understanding to then be able to put it to practical use on the farm. The tutors and college were really helpful and supportive and the feedback for each module was very useful. I hope to do another course with HCC soon.

Dana Krzewina
Student with The Regent Academy

I have worked in construction and design since I was 25 years old; this year I turned 50 and felt it was time to chase another dream. As an artist, I've always wanted to delve into the world of Interior Design. I have thoroughly enjoyed this course as it has broadened my knowledge farther than I imagined.

I highly recommend the school as it has allowed me to continue to work a part time job, be mother to my girls and a wife to my husband without skipping a beat. It has been the best choice I could have made and I am beyond excited to begin a career in the field and to explore all of my untapped



talent. I thank my tutor for being so supportive throughout my studies.

Company Certificates of Excellence

A new development – we are now awarding Certificates of Excellence to companies and organisations that use distance provision to train and upskill their employees. Courses can be designed specially for a company's specific requirements. Tailor-made solutions to in-house learning requirements can be remarkably effective.

Certificates of Excellence for Tutors and Teams

During the pandemic all our Member Colleges, their staff and tutors, worked heroically in sometimes very difficult circumstances to keep courses going and keep students learning. We have therefore introduced a Certificate of Excellence for Colleges

and their teams, to recognise their achievements. The first of these went last year to Oxbridge's GCSE and A Level teams, to celebrate the outstanding results of their students.

Oxbridge has also nominated three of its most successful tutors for individual awards. We are delighted to be able to present them with certificates, and hope that other Member Colleges will do the same.

Niki Welch

From the moment Niki Welch began the role as Lead Internal Quality Assurer for Counselling she took ownership of her curriculum. She has worked tirelessly to ensure

each learner has a unique learning journey, not only to ensure they meet the outcomes of their course, but to develop their confidence, knowledge and enjoyment of their subject.

Niki says: Working at Oxbridge has allowed me to use both my counselling and teaching background to facilitate my team in providing excellent support to learners throughout their journey with us. The quality of distance learning should be equal if not more than any face-to-face provision and the team you have behind you is paramount in making this happen. I work with a great team and together we have improved the quality of provision in our curriculum area receiving excellent quality assurance reports.

Steven Cook

Steven has been with Oxbridge since 2019. Not only does he work to an extremely high standard but the learners who work with him are constantly singing his praises. They feel he not only supports them through the course, he encourages them to develop their knowledge further and gives them the belief they can succeed.

Steven says I have worked as a tutor and assessor withing the teaching curriculum for Oxbridge since March 2019. I truly enjoy my role and find it professionally satisfying and rewarding, helping to support and develop educators of the future. Since joining Oxbridge, I have experienced first-hand the great progress that has taken place across all departments.





Faye says : *I have been working for Oxbridge since January 2018. Throughout my time working for Oxbridge I have been able to use my early years knowledge and background to support students to gain early years qualifications and further their career in the early years sector. Working for Oxbridge has also supported me to continuously develop my own professional progression. I have experienced first-hand the hard working and collaborative working atmosphere, which is reflected in students gaining their qualifications and the positive feedback that we receive.*

The whole organisation has a clear focus on continuous improvement and high standards of quality, and this is reflected in the feedback we regularly receive from our learners.

Faye Hall

Faye has huge amounts of experience with the Childcare curriculum, she has been expertly supporting students since 2018 and has been working with Leads to organise EQA and CASS visits since August 2021. Recently her work with the Childcare team gave us overall positive outcomes for our CASS/EQA visit.

Oxbridge feels very fortunate to have Faye on board with us and leading the way in showcasing Oxbridge's values.



ASSOCIATE MEMBERS

AAT - The Association of Accounting Technicians

www.aat.org.uk
020 37352468

ABC AWARDS

www.abcawards.co.uk
0115 854 1620

HIGHGROUND

07951 495 272
<https://highground-uk.org>

ICB - The Institute of Certified Bookkeepers

www.bookkeepers.org.uk
020 7398 4440

THE MARINE SOCIETY

www.marine-society.org
020 7654 7050

NEBOSH

www.nebosh.org.uk
0116 263 4700

PETbc - The Pet Education, Training and Behaviour Council

www.petbc.org.uk

The Prisoners' Education Trust

www.prisonerseducation.org.uk
0203 752 5680

RFS - The Royal Forestry Society

www.rfs.org.uk
01295 678588

RHS - The Royal Horticultural Society

www.rhs.org.uk
01483 226500

LIFE AND HONORARY MEMBERS

Al Vanden Akker

Ian Campbell

Peter Fisher

John Mercer

Christopher Middleton

Diana Nadin

Mike Rigby

Carol Vick

Walter Vick

MEMBER COLLEGES

The Animal Care College

www.animalcarecollege.co.uk

0800 041 8500

The BSY Group

www.bsygroup.co.uk

0800 731 9271

Distance Learning Centre

www.distance-learning-centre.co.uk

0845 129 7238

Esoteric College

www.esotericcollege.com

01672 511427

Fitness Courses College

www.fitnesscoursescollege.co.uk

0800 781 6188

Foot Health Practitioner College

www.fhpcollege.co.uk

01553 768661

HCC (Horticultural Correspondence College)

www.hccollege.org.uk

0800 083 9191

Health and Safety Training College

www.healthandsafetytrainingcollege.org.uk

0800 977 4007

Ideal Schools

www.idealschools.co.uk

0141 248 5200

London Art College

www.londonartcollege.co.uk

0800 3280 465

NCT National College of Technology

www.nctonline.net

08456 345 445

Oxbridge

www.oxbridge.uk

0121 630 3000

Regent Academy

www.regentacademy.com

0800 378 281

The School of Health

www.schoolofhealth.com

01453 765956

The UK College of Personal Development

<https://ukcpd.co.uk>

01793 511 180

POSSIBLE NEW MEMBERS

APeducation

www.apeducation.co.uk

College of East Anglia

website under construction

Inside Academy

website under construction

The Institute of Counselling

www.instituteofcounselling.org.uk

London School of Business and Social Sciences

www.londonsbs.org.uk

The Sheffield College

sheffcol.ac.uk

Code of Ethics

Members of the Association pledge themselves to maintain the highest standard of integrity in all their dealings and, in particular, they undertake:

1. To ensure that any information they give about the choice of a career, the prospects in a particular career or a prospective student's studies shall be accurate to the best of their knowledge, and that any advice they give to prospective students and others shall be given in good faith and the best interests of the persons to whom the advice is tendered.
2. To take every reasonable care to enrol students only for courses that are suited to their individual needs and educational status, or for tuition for examinations for which the students are likely to be eligible.
3. To inform students in their prospectuses and/or enrolment application forms of the conditions on which they are enrolled and to include in advertisements only statements which accurately reflect such conditions.
4. To make fair regulations governing their relationship with students, and to treat equitably those who, through circumstances beyond their control, are unable to comply strictly with their regulations.
5. To provide efficient tutorial service, to maintain adequate and appropriately qualified tutorial and administrative staff and to issue to their students without undue delay adequate and reasonably up to date tutorial literature and instruction suitable to each student's needs.
6. To encourage their students to complete their courses of study and to do everything reasonably possible to enable the students to derive full benefit therefrom.
7. To issue only certificates or diplomas that fairly represent the instruction given and not to make any statement or to imply that any such certificates or diplomas are equivalent to a degree or to a certificate awarded by a recognised examining body.
8. To ensure that all examinations and assessments related to accredited courses are administered and supervised to the standards as laid down by the appropriate external body.
9. To maintain the highest ethical standards in their publicity by making no statement in any advertisement, prospectus or publicity literature, or by correspondence or orally, that is knowingly untrue or wilfully misleading; and in particular by publishing no examination results or statistics or particulars of their tutorial service of staff that are knowingly inaccurate or misleading.
10. To implement values of Equality, Diversity and Inclusion in the workplace and in their relations with students, and to make sure that these values are reflected in their publicity and teaching materials and online resources.
11. To prepare and maintain a record of the working procedures of the business that can be readily available to a responsible person in the event of the sudden death or major illness of the principle manager of the business. According to the set up of the business alternative arrangements are acceptable. The Association is prepared to hold confidentially a copy of such a document.
12. To arrange for the Association to be notified immediately if such an incident occurs that might cause the business activities to be in jeopardy.
13. To encourage fair, dignified and honourable competition.
14. To ensure that their staffs are acquainted with this code, that they are given all facilities for complying with it, and are encouraged to honour it in the spirit as well as the letter.