

BRITISH DIETETIC ASSOCIATION

Centre for Education and Development

Franchise Centre Handbook

1. Introduction

- a. The BDA members' survey 2006 requested that BDA approved training courses be delivered at more locations throughout the UK. In response to this a Franchise Agreement has been developed for implementation. Wherever possible the location of a Franchise Centre should be within the same NHS Trust or University as a local dietetic department allowing that department to benefit financially from hosting the course. The Franchise Agreement will enable and facilitate local delivery of Centre for Education and Development (CED) courses. Within this agreement, courses are not restricted to local delegates and are available to all members. This enables the CED core programme of courses to be delivered at any of the Franchised Centres throughout the UK. In line with the franchise agreement the CED is now a virtual group of franchised centres to facilitate the local delivery of BDA approved courses.
- b. The purpose of this handbook is to help the Franchise Centres provide a consistently high quality service. It sets out the expectations of the BDA in regards to the host facilities and procedures, and should be read in conjunction with the Franchise Agreement which can be found at Annex A.

2. Quality of Provision

The CED will appoint programme developers to produce courses on behalf of the BDA. The courses will then be owned by the BDA and any deviation from the commissioned course content must be agreed with the CED. That is not to say that a local flavour could not be introduced or that the style of the facilitator should be stifled. Individual course programmes will essentially have the same content regardless of where they are delivered or which facilitator delivers them. However the programme facilitator may make minor changes to ensure local application.

Facilities

Learners are more likely to prosper when their environment is conducive to learning. This requires safe, modern, controlled environments that enhance the learning process. The facility must be clean and in good decorative order. The facilities should normally include the following:

- a. Training room. This should provide adequate lighting, ventilation, heating, window blackouts, tables and chairs, and electrical sockets.
- b. Breakout area. Breakout areas should where possible be a separate area from the main teaching room and large enough to accommodate a small group(s) of delegates separated from the main group for teaching purposes. In some circumstances there may be enough room to work as separate groups in the same room.
- c. Refreshments area. Ideally a separate room or area with tables and adequate space for a buffet lunch and tea breaks should be made available. In some cases there may be ample space in the main teaching or breakout room to allow for a designated refreshment area. The size of refreshment area will be governed by the number of the delegates attending and the constraints of the building. In locations such as a hospital there may be opportunities to use the existing catering facilities.
- d. Travel and Parking Information about where the franchise location is, in relation to the airport, rail and road networks must be provided by the franchise host to the CED for inclusion in the course joining instructions. Possible locations for local overnight accommodation should also be included.
- e. Toilet facilities. Clean and hygienic male and female toilet facilities located within a reasonable distance must be available, with hot running water, hand washing and drying sundries.
- f. Disabilities Discrimination Act. Every attempt to comply with the DDA in respect of sound, vision, and physical disabilities must whenever practicable be complied with.

- g. Catering. Whenever required, the franchise host will need to arrange catering with a local supplier(s) to suit the training event. The catering should be 50% vegetarian and include sandwiches, a selection of fruit and cakes, with fruit juices. Tea and coffee should be made available for delegates on arrival and at each break throughout the day. Fresh drinking water should also be available throughout the day.

Resources

- a. The resources required to deliver the training session will vary depending upon the type of session being delivered. For individual courses the facilitator is responsible for providing specialist training resources such as food models and DVDs as implied by the course format.
- b. The franchise centre is responsible for supplying the standard presentation equipment such as a Computer, Projector, Whiteboard, Flipchart and easel. The centre will also be required to photocopy any case studies and presentations required for the day. A member of staff should be nominated as the franchise host and acts as the 'first point of contact' and is to be responsible for local administration, liaison with the CED Birmingham and assist delegates whenever necessary.
- c. The CED is responsible for advertising courses and their learning outcomes in Dietetics Today, through the BDA web site, Circulate, and dietetic managers groups. All materials required for the course must be with the CED 4 weeks before the course date to allow adequate time for scanning and despatch with blank course folders to the franchised centre for reproduction. The CED support staff will produce a set of joining instructions for the course and post / email them to each learner directly. The point of contact at the BDA is the Education and Professional Development administrative assistant on 0121 200 8043

3. Quality Monitoring

- a. When reviewing the delegates learning experience the quality of the course provision is paramount. To ensure consistency of high quality courses each delegate is asked to complete a course feedback form (Annex B) and the collated course evaluation response will be produced by the Facilitator using the Facilitators Summary Report (Annex C). This report is then emailed to the CED within 14 working days.
- b. Each course will be reviewed by the BDA Training Development Officer, initially after the first course, and whenever course content changes are made and annually thereafter. This course review will form part of the training needs analysis by collating the responses from each of the Delegate Feedback Form.
- c. Delegate comments about the quality of a franchise centre or services will also be evaluated by the BDA Training Development Officer and the appropriate feedback given to the host wherever necessary.

4. Responsibilities

This handbook should be read in conjunction with the Franchise Agreement and summarises the responsibilities of both the CED Birmingham and the Franchise Host as follows.

Centre for Education and Development

- a. To identify the need and ensure the availability of courses.
- b. To appoint Programme developers and to commission courses.
- c. To appoint the programme facilitator.
- d. To ensure each franchise host has a copy of the Franchise Handbook.
- e. To market programmes via the main BDA publications in conjunction with any marketing undertaken by the Franchise Host.
- f. To process bookings, registration fees and invoices.
- g. To distribute travel and accommodation instructions as supplied by the Franchise Host.
- h. To produce attendance lists with late additions emailed to the Franchise Host as necessary.
- i. To forward one copy of the course material pack by email or CD for duplication and distribution by the Franchise Host.
- j. To provide support via email and telephone to the Franchise Host and Programme Facilitator.
- k. To undertake quality audits of facilities and delivery at each Franchise Location.
- l. Advertise courses, their learning outcomes and the learning hours if allocated.

Franchise Host

- a. To provide the CED with an electronic copy of travel directions to the venue either by email or World Wide Web link.
- b. On the day of the course photocopy any course material required that has not been submitted to the CED in advance.
- c. To provide delegates with refreshments on arrival, for one morning break and one afternoon break and a buffet lunch for each Delegate.
- d. To provide a contact telephone number of the person nominated as the first point of contact and circulate it to the CED, Programme Facilitator and Delegates.

- e. To complete and return the attendance sheets, delegate feedback and programme facilitators report within 14 working days
- f. To not enter into any sponsorship agreements for individual programmes without the express permission of the CED.

5. Facilitators Report

Up to date records of attendance are required not only by the CED but also Delegates to assist with their CPD portfolio. A completed attendance register (Annex D) should be submitted by the facilitator via the Franchise Host to the CED within 14 days. The certificate of course attendance will be produced and posted directly to the course delegate.

6. Booking Procedure

For each course to be financially viable the minimum number of delegates is 10. The process for booking and attending a course is as follows;

- a. The delegate contacts CED at the central office (0121 200 8043) for advice about the course and a cut off date for booking/cancelling.
- b. The delegate completes the Course Registration Form and sends it with payment to the BDA central office.
- c. Upon receipt of a Registration Form and payment details, confirmation of the booking and a set of Joining Instructions will be sent to each delegate no later than **3 weeks before** the course starts
- d. A course delegate attendance list will be sent electronically to the franchise host including any late bookings.
- e. In order for the Joining Instructions to be administered and dispatched from a central point, the franchise host needs to provide CED Birmingham with an electronic copy of the directions to the franchise location for those delegates travelling by road, rail and air.

Programme Facilitator

The course tutor contracted by the CED to deliver the programme (consisting of one or more courses).

Course Developer

An individual contracted by the Centre for Education and Development to develop a course that is owned by the BDA. The Course Developer can also be the Programme Facilitator however delivery at venues across the United Kingdom may require more than one Programme Facilitator per course.

Delegates

Registered participants on the course.

Franchise Host

The main contact person with responsibility for the venue, and in some cases may also be the programme facilitator.

Franchise Location

The location approved by the BDA under the franchise agreement as the venue for delivery of a franchised programme of study.

David Kiffin
Training Development Officer
The British Dietetic Association



Agreement Between The BDA And The Franchise Host For The Delivery Of Centre for Education and Development (CED) Programmes At A Franchise Location

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1. Introduction

1.1. The proposal of the franchise agreement is primarily to facilitate delivery of the CED programme within the United Kingdom at approved locations. This local delivery will allow a local flavour and assist in the reduction of travelling costs and travelling time for delegates. However, attendance will not be restricted to delegates from the local area. It is proposed to approve an agreed number of venues in the first instance and assess the quality of delivery under the franchise agreement before considering further expansion.

1.2. Under this agreement most of the CED annual, core programme can be delivered at a Franchise Location. The CED individual programmes will be substantially the same as the programme delivered at all locations and the Programme Facilitator agrees to include only minor changes to ensure local applicability.

Each programme will come under rigorous scrutiny of the CED at the British Dietetic Association (BDA).

1.3. Any product or work developed with the BDA shall remain the sole and exclusive property of the BDA.

1.4. It is planned to develop a rolling programme of courses at various locations to allow greater ease of access. For example; course x to be delivered at location y in March and location z in December. A delegate may choose the more convenient location or time to attend.

2. Responsibilities of the CED

2.1. To identify need and ensure availability of programmes.

2.2. To appoint Programme developers and to commission courses.

- 2.3. To ensure each franchise host has a copy of the CED handbook which provides further details of the quality of provision expected, quality monitoring and course evaluation required. The handbook forms part of this agreement.
- 2.4. To market programmes via the main BDA publications alongside the marketing undertaken by the Franchise Host.
- 2.5. To process bookings, registration fees and invoices.
- 2.6. To distribute travel instructions as supplied by the Franchise Host.
- 2.7. To produce attendance lists with late additions emailed through to the Franchise Host as necessary.
- 2.8. To forward one copy of the course material pack by email or CD for duplication and distribution by the Franchise Host.
- 2.9. To provide support via email and telephone to the Franchise Host and Programme Facilitator.
- 2.10. To undertake quality audits of facilities and delivery at each Franchise Location.

3. **Responsibilities of the Franchise Host**

- 3.1. To ensure the venue, facilities and resources as documented in the handbook are available.
- 3.2. To appoint local Programme Facilitators
- 3.3. To provide the CED with electronic travel directions to the relevant venue; either as an emailed file or a web link.
- 3.4. To produce a copy of the paper course material for each Delegate.
- 3.5. To fund all copying charges relating to the course delivery.
- 3.6. To provide for delegates refreshments on arrival, for one morning break and one afternoon break. A buffet lunch to be included for each Delegate.
- 3.7. To provide a contact telephone number to be circulated to the Programme Facilitator and Delegates.
- 3.8. To complete and return the attendance sheets, delegate feedback and programme facilitators report within the agreed timescales
- 3.9. To not enter into any sponsorship agreements for the franchise centre or individual programmes without the express permission of the central CED office.

4. **Responsibilities of the Programme Facilitator**

- 4.1. To be thoroughly familiar with the material prior to the day, to deliver the programme in substantially the designated format and to have discussed any changes out with those specified in the programme notes with the CED prior to delivery.
- 4.2. To ensure that any additional material, for example DVD or food models, as documented in the course material is available at the Franchise Location. Only material that can be sent electronically will be distributed by the CED.
- 4.3. To understand and implement the required health and safety policy of the Franchise Location.
- 4.4. To ensure the completed attendance sheet, delegate feedback questionnaires, Programme Facilitator questionnaire are returned to the Franchise Host on the day of the event.

5. **Costs**

- 5.1. Payment to the Franchise of £700 for each one-day event delivered. From this payment the Franchise to cover all costs relating to the Programme Facilitator(s) fee and travel expenses, catering, printing and postage
- 5.2. A minimum course attendance of 10 is required
- 5.3. Cancellation by the CED will result in expenses incurred by the Franchise Host being reimbursed on production of an invoice and evidence of expenditure; for example catering or photocopying. All materials produced remain the property of the CED.

Cancellation by the Franchise Host will result in non-payment, and may result in the franchise host reimbursing costs incurred by delegates.
- 5.4. In the event of cancellation by the franchise hosts, the course will normally be rescheduled within 3 months of the original date.
- 5.5. Delegates booked on cancelled events will be offered alternatives as per the central CED cancellation policy.

6. **Key**

6.1. **CED**

The Centre for Education and Development at the British Dietetic Association.

6.2. **Programme Facilitator**

Contracted by the franchise centre to deliver the programme (consisting of one or more courses).

6.3. Course Developer

Contracted by the CED to develop a course that is owned by the BDA. The Course Developer can also be the Programme Facilitator however delivery at venues across the United Kingdom may require more than one Programme Facilitator per course.

6.4. Delegates

Registered participants on the course.

6.5. Franchise Host

The main contact person with responsibility for the venue.

6.6. Franchise Location

The approved venue for the delivery of a franchise programme.

7. Statement of Agreement

This document is the normal agreement for the core programme. Specialist modules to be negotiated as appropriate.

I agree to undertake the role of Franchise Host as detailed above.

Name:

Job title:

Address

Email:

Telephone:

Signature:

Signed on behalf of the BDA	
Name	



Designation	
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Please sign and return one copy to:

Laura King
The Centre for Education and Development
The British Dietetic Association
5th Floor
Charles House
148/9 Great Charles Queensway
BIRMINGHAM
B3 3HT

ANNEX B

DELEGATE FEEDBACK FORM

Course Title	
Course Date	

Please take a few minutes to complete this evaluation as we appreciate and welcome your comments

Please place a tick ✓ in one box for each question

1 Enjoyment of Session

Enjoyed very much	10	9	8	7	6	5	4	3	2	1	Did not enjoy

Comments: _____

2 Meeting Course Objectives

Fully met course objectives	10	9	8	7	6	5	4	3	2	1	Did not meet objectives

Were there any other subject areas you think should have been included in the programme?
Were there any subject areas that you felt should not have been included?

Comments _____

3 Teaching Methods

Appropriate teaching method	10	9	8	7	6	5	4	3	2	1	Inappropriate teaching method

Comments _____

4 Facilities

Satisfactory	10	9	8	7	6	5	4	3	2	1	Unsatisfactory

Comments _____

5 Catering

Satisfactory	10	9	8	7	6	5	4	3	2	1	Unsatisfactory

Comments _____

6 Staff

Helpful and courteous	10	9	8	7	6	5	4	3	2	1	Unhelpful and discourteous

Comments _____

7 Are there any areas from today's session which you would like to see covered in more depth at a later date?

8 Do you have any suggestions for courses that you would like to see run in future?

9 Any Other Comments? Admin points for improvement or good points?

Name: (optional) _____

If you would be interested in developing and/or delivering a course then please add your details here or contact the BDA Training Development Officer on 0121 200 8040, email d.kiffin@bda.uk.

Please hand your completed evaluation sheet to the course facilitator

FACILITATORS SUMMARY REPORT

Please complete this summary report and email it to d.kiffin@bda.uk.com within 14 days

Course Title	
Course Date	

1 Enjoyment of Session

Enjoyed very much	10	9	8	7	6	5	4	3	2	1	Did not enjoy

Comments:

2 Meeting Course Objectives

Fully met course objectives	10	9	8	7	6	5	4	3	2	1	Did not meet objectives

Comments:

3 Teaching Methods

Appropriate teaching method	10	9	8	7	6	5	4	3	2	1	Inappropriate teaching method

Comments

4 Facilities

Satisfactory	10	9	8	7	6	5	4	3	2	1	Unsatisfactory

Comments:

5 Catering

Satisfactory	10	9	8	7	6	5	4	3	2	1	Unsatisfactory

Comments:

6 Staff

Helpful and courteous	10	9	8	7	6	5	4	3	2	1	Unhelpful and discourteous

Comments:

7 Are there any areas from today's session which you would like to see covered in more depth at a later date?

Comments:

8 Do you have any suggestions for courses that you would like to see run in future?

Comments:

9 Any Other Comments? Admin points for improvement or positive points?

Comments:

