

Professional Development Quality Mark

FAQs

What is the Professional Development Quality Mark?

The Professional Development Quality Mark was developed by Professional Development (PD) leaders in London in partnership with the London Centre for Leadership in Learning (LCLL) at the Institute of Education. It aims to support leaders in educational organisations through:-

- offering a framework to develop and improve the strategic leadership of professional development
- enabling organisations to offer high quality professional development opportunities which have an impact on teaching, learning and well-being
- supporting the agenda on standards and workforce development

The Quality Mark framework can be used effectively by both new and established PD leaders as an audit tool to evaluate the quality of their own PD approaches and identify ways to improve further. They can also seek external verification for a Quality Mark award.

Is the Framework suitable for educational organisations outside London?

Although the Quality Mark framework was developed by PD leaders in London and includes some specific London initiatives, the approaches are applicable to all schools across the country, including Teaching schools, Academies, Primary, Secondary and Special schools. Schools outside London should include their own specific example where London initiatives have been cited. All schools are able to seek external verification for an award.

What is the Quality Mark Framework?

The Framework enables schools to:

- self assess the quality of their professional development provision against current innovative practice
- develop an improvement action plan against the 4 strategic 'Aspect' of the framework:-
 - **Leadership** of professional development
 - **High quality** professional development
 - **Evaluating impact** of professional development
 - **Collaboration and partnerships** (how this supports professional development)

Each 'Aspect' has four 'Strands'

- Vision
- Culture
- Strategy and Policy
- Best value

Each 'Strand' has 3 'Standards':-

- Developing
- Enhancing
- Embedded

What 'Standard' must be met for a Platinum award?

To achieve a Platinum award, the educational organisation must hold a Gold award for at least 3 years. It will also demonstrate that practice is judged to be 'Innovative', all 4 strands must be judged to be within this category.

What 'Standard' must be met for a Gold award?

To achieve a Gold award, the educational organisation must demonstrate that practice is judged to be 'Embedded' in at least 3 of the 4 Strands within each Aspect of the QM framework.

What Standard' must be met for a Silver award?

To achieve a Silver award, the educational organisation must demonstrate that practice is judged to be 'Enhancing' in at least 3 of the 4 Strands within each Aspect of the QM framework.

What Standard' must be met for a Bronze award?

To achieve a Bronze award, the educational organisation must demonstrate that practice is judged to be 'Developing' in at least 3 of the 4 Strands within each Aspect of the QM framework.

What does the educational organisation get in recognition of the Quality Mark Award?

The educational organisation will receive a Quality Mark Bronze, Silver or Gold Award certificate and logo, where it is able to demonstrate that it has reached the recognised standard for the Award.

How long is the award valid for?

The Quality Mark Award is valid for three years. Educational organisations can use the Quality Mark logo on their website, letterhead and job adverts to demonstrate the organisation's commitment to professional development.

Can the educational organisation apply to be verified again within the three years?

Yes. If, for example, your organisation gained the Silver Award and a year or two later is able to demonstrate that you now meet the criteria for Gold Award, your organisation can re-apply to be verified.

Can the Quality Mark Award be used to support a Teaching School application?

Following the Quality Mark Award panel meeting, you will receive a report highlighting strengths and areas for improvement in the quality of PD in your organisation. This includes external verification of partnership and collaborative PD which can be used to support a Teaching School application.

Alliance/cluster applications from multiple schools can be considered, however it will be assumed that the lead school in the alliance will have already successfully achieved a Gold Award or will be included in the group verification.

The cost for multiple alliance/cluster applications will be determined by the number of schools involved and therefore the verification visit may take longer resulting in additional costs. We suggest that you contact the team at pdqualitymark@ioe.ac.uk to confirm eligibility of any application that includes more than one school.

How much does it cost?

The cost will be:

- £775.00 for single schools inside London
- £875.00 for single schools in outer London
- £975.00 for single schools in the rest of the UK

This includes the verification visit, pre and post visit administration and other associated costs including an award plaque. Alliance applications will be reviewed on a case by case basis depending on size and make up (see above).

How do I apply for verification?

If you are interested in applying for the Quality Mark Award, complete the expression of interest form and return it to pdqualitymark@ioe.ac.uk. For further details about the verification process, please download the [verification process](#) information.

Who are the verifiers?

All verifiers have successfully completed a Verifiers Development programme led by the Institute of Education and are quality assured verifiers. Verifiers on this programme primarily come from organisations that have gained a Gold award.

What happens if you have a concern or a complaint about the process?

If your organisation has a concern or a complaint about any aspect of the Quality Mark process you should e-mail pdqualitymark@ioe.ac.uk detailing the nature of your complaint.

All complaints are taken seriously. You will receive an e-mail confirming receipt of your complaint and will be contacted by a member of the Quality Mark verification group, who will listen to your concerns and decide whether the matter can be resolved informally or whether it needs further investigation. You will receive an e-mail to explain the action taken and the final outcome.

What happens if you want to appeal against the decision of the Award Panel?

If you want to appeal against the decision of the Award Panel, you should e-mail pdqualitymark@ioe.ac.uk detailing the reasons and evidence for your appeal. Such reasons and evidence must be based on information made available to the verifier during the verification visit.

You will receive an e-mail confirming receipt of your appeal and will be contacted by a member of the Quality Mark verification group, who will listen to your concerns and ask questions to make sure they clearly understand your concerns. They will not be able to comment on your views; however they will clarify what actions will be taken and will then investigate the matter. You will receive an e-mail to explain the action taken and the final outcome.