



CITY OF LONDON COLLEGE

CHANGING FUTRES - ASPIRING SUCCESS

Pre-Course & Offer Stage Information Policy

2026

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Introduction - This policy outlines how the City of London College (CLC) ensures that all information provided to prospective undergraduate students at the pre-course and offer stage is accurate, accessible, timely, and compliant with relevant regulatory requirements. The policy aligns with the regulatory framework of Plymouth Marjon University (PMU), guidance from the Competition and Markets Authority (CMA) and the Office for Students (OfS).

The College has a legal and regulatory obligation to uphold transparency and fairness in communications with prospective students. This policy ensures that information used in marketing, course promotion, and offer-making processes does not mislead applicants and supports them in making informed decisions.

This policy applies to all undergraduate programmes delivered by the College and covers:

- Public marketing materials
- Course webpages and prospectuses
- UCAS and direct applications (where applicable)
- Open day information and presentations
- Offer letters and related communications

Information to be Provided Pre-Contract (Pre-Application & Pre-Offer) - The College ensures that all prospective students are provided with accurate, clear, and comprehensive information regarding:

- Course title and award
- Duration and mode of study
- Entry requirements (including English language)
- Course structure and module details
- Contact hours and teaching staff information
- Location of delivery
- Tuition fees and all additional costs (field trips, equipment, materials, etc.)
- Work placements, professional accreditation, or industry links
- Assessment methods
- Opportunities for feedback and academic support

All this information is published on the College website and in official marketing materials.

Offer Stage Communications - When an applicant receives an offer (conditional or unconditional), the following information is included:

- Course details and any options chosen (e.g. pathways or modules)
- Full breakdown of fees and financial obligations

- Terms and conditions of the offer
- Any known or likely changes to the course
- Information about complaints, appeals, and cancellation rights
- Confirmation of how to access support services and policies

All offer communications are reviewed to ensure they are written in plain English, avoiding jargon and making obligations and rights clear to applicants.

Fair and Transparent Terms - All terms and conditions are:

- Presented clearly, prominently, and accessibly at the point of application and again at the offer stage
- Written in plain, understandable language
- Free from unfair clauses or conditions that could disadvantage the student
- Subject to review against evolving guidance from the CMA and OfS

Review and Monitoring

- This policy is reviewed annually by the Academic Board & Board of Governors.
- Student feedback, internal audits, and regulatory updates (CMA and OfS) inform improvements.
- Staff involved in recruitment, marketing, and admissions are trained annually in consumer protection compliance.

College compliance with OfS & CMA guidance and criteria - As part of the OfS Registration Application Process, the College demonstrates compliance with Condition C1: Guidance on consumer protection law and Condition F1: Provision of information to students. Specifically, the OfS requires that:

Condition C1: Guidance on Consumer Protection Law: The College demonstrates adherence to consumer protection law by following the CMA's advice on how to comply with these laws in the context of student recruitment and information provision and has appropriate policies and procedures in place that cover:

- Pre-contract information requirements
- Fairness and transparency in the terms and conditions offered to students
- Complaint handling processes

Condition F1: The provider must provide clear, accurate and timely information to students - The College confirms that information provided helps students understand the content, structure, and delivery of their course and include key facts such as:

- Course content
- Entry requirements
- Course costs (including tuition fees and additional charges)
- Assessment methods
- Teaching staff and contact hours
- Accreditation or professional recognition
- How and when changes to the course will be communicated

This Information is made available on the College website before application, at the offer stage, and before enrolment. The College confirms that these criteria, directly aligned with the CMA's 2015 guidance for UK HE providers, ensure that students, as consumers receive:

- Material information at the right time, especially before they make decisions (pre-contractual stage).
- Clear terms and conditions that are fair and accessible.
- Transparent complaints and redress procedures.

This policy, therefore, incorporates both OfS and CMA standards to ensure compliance with UK higher education regulatory frameworks and to promote student confidence and trust.

The policy serves as a foundational statement that integrates consumer rights law, regulatory expectations, and the ethos of transparency in student recruitment. It highlights the importance of proactive compliance not just as a legal requirement, but as an ethical commitment to student welfare. By embedding both CMA guidance and OfS registration criteria, the policy shows that the College is committed to:

- Providing material information early enough for it to be useful to applicants
- Ensuring offer letters and terms are fair and clear
- Reviewing information regularly to reflect any changes in courses, costs, or policies
- Aligning with Conditions C1 and F1 of the OfS's registration framework, which are essential for being granted and maintaining registered provider status

The College confirms that this alignment builds credibility with students and regulators alike, fostering trust and reducing the risk of non-compliance, reputational damage, or legal challenge.

THE END