

## Factsheet 8

# Marketing training that is certified against the Restraint Reduction Network (RRN) Training Standards

There is a need for a significant number of organisations to source training that has been certified against the RRN Training Standards. This is because they are a specialist NHSE commissioned service, or because they are inspected by the CQC.

To do this they need to engage the services of official RRN Approved Training Providers (or 'Certified Training Services') which are listed [here](#).

Such approved providers are likely to market their services in various ways. For example, by word-of-mouth, through e-shots, via trade shows and conferences, or through advertising on specialist training portals, price comparison sites or in specialist directories. They may also use the services of freelance sales reps and intermediaries, such as brokers and social media specialists.

In some instances, training providers can work in partnership with other training companies, who mutually support each other or have some form of reciprocal working relationship, e.g. a First Aid training provider signposts RRN Certified Training, whilst the organisation providing RRN Certified Training signposts First Aid training.

It is important to ensure that individuals or organisations do not pass themselves off as official RRN Approved Training Providers [or 'Certified Training Services'].

There are four principles to follow.

**1. An organisation or individual may market RRN Certified Training, but must NOT create the impression that they are a Certified Training Service**

- In correspondence, marketing literature and other public information, e.g. on a website they state that they *“represent a Certified Training Service, and through them can provide access to RRN Certified Training.”*

**2. In any correspondence with prospective clients, it must be explicitly stated that the individual or organisation is representing a named Certified Training Service**

- There should not be any suggestion that the training originates from any organisation other than the official RRN Approved Training Provider who is listed on the Bild ACT website. In any correspondence, it should state that the individual or organisation *“represent a Certified Training Service, and through them can provide access to RRN Certified Training.”*

**3. The individual or organisation who are marketing RRN Certified Training should not use the official logos on their websites, or in their correspondence in such a way as to create the impression they are a Certified Training Service**

- Where the website or correspondence carries the name of an official RRN Approved Training Provider, their logo may be used, but the RRN / Bild Act logo which they have a legal right to use, can only be used in such a way as that there is no doubt the logos relate ONLY to that specific organisation.

**4. In the event a sales agent or intermediary is procuring RRN Certified Training for a client, a training contract or agreement must exist between the end recipient of training and the Certified Training Service**

- Sales agents or intermediaries may gain some financial benefit from selling or placing training contracts, but the fundamental responsibility for training must be held by the Certified Training Service, with a documented agreement to this effect.