

058. Franchise School Network -Quality Assurance

058 Quality Assurance: The IFG Franchise Network

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Overview of the in-country franchise teacher partner school network

In addition to its London operation, IFG operates an in-country franchise network of partner teaching centres. These centres offer IFG programmes face-to-face to students in their own country. They, therefore, offer an alternative for students who either prefer to live at home while studying their Foundation or are looking at a more cost-effective option.

IFG Programmes offered by our franchise partners follow the same syllabus as IFG London and assessments are set and marked by IFG London academic staff with final certificates and grade transcripts being issued by IFG London's Academic Director. Students studying at a franchise partner also receive the same university application advice and benefit from the same university progression routes as students studying in London.

IFG currently has franchise partners in the United Arab Emirates (UAE), Azerbaijan, Ghana, Nigeria, South Korea, Georgia, Iraq, Turkey, Bahrain and Jordan. Some currently have students whereas others have an agreement in place to recruit for 2026/27.

IFG Abu Dhabi franchise is branded as IFG. All other partners have retained their company name and use co-branded material to promote their IFG Programmes.

Ensuring academic quality across the franchise network

At all contract points from initial contact to student graduation we have a set of measures in place to ensure that franchise partners:

- Have the facilities and staff in place to deliver IFG Programmes
- Follow the IFG syllabus, assignment schedule and teach the required module hours
- Adhere to IFG entry requirements
- Promote using IFG core messages and positioning
- Deliver student outcomes inline with those achieved in London

The IFG franchise quality assurance framework

The following processes ensure the IFG programmes taught at our franchise partner teaching centres replicate the courses offered at IFG London and meet the standards expected by IFG.

1. Initial due diligence

Before IFG signs a partnership agreement with a new partner we require:

- A virtual inspection of teaching premises & facilities
- Confirmation that any licenses or local legal requirements required to teach international qualifications are in place or will be in place before student recruitment begins
- A market analysis and a basic draft marketing strategy from the potential partner

2. The IFG franchise partnership agreement

Each partner is required to sign an agreement before they can start marketing or operating IFG Programmes. The partnership agreement covers all the duties and responsibilities of both parties including a commitment from the franchisee to follow IFG marketing guidelines, admissions criteria, curriculum and academic standards.

3. Partnership support

Once an agreement with a franchise partner is able to offer set-up and marketing support, this is seen as ongoing support but is of particular importance during the first year. Support includes practical advice/meetings, access to materials and student recruitment activities.

- Marketing materials: access to the IFG marketing portal, co-branded material, brand guidelines, social media
- Set-up advice: teacher recruitment, timetabling, access to teaching material, training on the IFG VLE (Pharos)
- Student recruitment: advice on target markets & marketing strategy, participation in webinars & events

4. Student recruitment for franchise partners

Student recruitment for partner teaching centres is the responsibility of the individual partner. They are advised by IFG on good practice and suitable marketing strategies plus are required to submit marketing material for approval, however the strategy and marketing budget is their responsibility. The majority use a mixture of social media and off-line material combined with local school visits and education fairs. There is also often a focus on recruitment from the own student body, which often contains IGCSE students or those studying the local curriculum and so will meet the entry requirements of Foundation Programmes.

Franchise partners are made aware of educational agents in their own country and encouraged to approach them. Any agreement would be between the franchise partner and agent and not involve IFG London. However, IFG would always advise the partner to follow good due diligence practice such as obtaining references, visiting the agent's office etc.

5. Site visit during first year of operation and annual inspections

If it is felt necessary or requested by the partner, a senior member of IFG staff will visit the franchise partner either before or after student recruitment begins. This is not always necessary as in many cases issues can be resolved virtually during scheduled or ad-hoc meetings. In addition annual inspections are arranged if it is felt appropriate.

6. Admissions

Admissions procedures are the responsibility of the partner. However, IFG marketing and academic staff are available to interview students if required and there are additional checks in place:

- IFG sets entry requirements to be used by partners (which are the same for IFG students in London)
- IFG receives copies of all student academic & English Language qualifications and passport before students start their course
- If a partner is assessing English level using their own English language test, then it is approved by IFG before being used

Partners are also strongly advised to ensure that students/partners are made aware of the costs involved in study after their IFG Programme in their own country, including UK university fees & living costs. IFG supplies the partner with information on this as well as progression routes and university partners.

7. Student support

Francaise partners are encouraged to offer the level of student support as offered in London as outlined in policy 061 Student Support, Engagement, and Attendance Policy. This is discussed during set-up and also during the IFG Franchise teaching committee meetings that are held with partners three times a year. Failure to do so is often reflected in exam/assignment results and acted upon. Plus if required a site visit would be carried out.

In addition IFG London offers support to all students at IFG franchise partners regarding:

- university choices and UCAS/direct applications
- UK living costs and UK visa procedures for UK Universities
- Use of the Pharos the IFG VLE and access to Perlego (online library)
- Advice and feedback on assignments/course work

All advice given is the same as at IFG London and the Academic team in London is in regular contact with all students

8. Agreement Termination

We understand that launching new products often takes time and therefore we would very rarely, if ever, terminate an agreement due to failure of a partner to recruit the expected number of students and will always work with them to achieve their targets. However, if a partner fails to abide by the terms of the agreement, then this will be treated as a serious breach and may lead to the termination of the agreement.

The IFG Franchise Teaching Committee

The IFG Franchise Teaching Committee is an individual meeting with each franchise partner to discuss academic progress, assessments, final grades and university progressions as well as general operational issues. The committee ensures alignment with the college's academic policies, franchise agreements, and regulatory requirements. It takes place three times per academic year with additional meetings scheduled as necessary and is chaired by the IFG Academic Director with the Marketing & Partnerships Director and includes other relevant staff from IFG and the partner. The committee also acts as an individual Exam and University Progression Committee for the partner. In addition there is an ongoing dialogue between IFG London staff, the Marketing & Partnerships Director and the franchise partner.

Academic standards at IFG Franchise Teaching Partner Centres

The following general IFG Academic standards apply to the teaching of IFG Programmes:

1. General Teaching standards

IFG is not responsible for hiring teachers at our franchise partner teaching centres. However, IFG does have criteria, relating to their teaching qualifications and level of English. IFG's Academic Director also vets CVs of teachers before the partner teaching centre confirms their appointment.

2. Syllabus and teaching materials

Franchise partners and their students have access and follow the IFG syllabus which is supplied via a VLE (<https://pharos.intfoundationgroup.co.uk>) which students also have access to. Teachers are also supplied with hard copies of textbooks to ensure that the same core texts are referred to by all centres. Students are encouraged to purchase core texts as hard or online versions. Students also have membership of Perlego Online Library which has an AI Researcher service which allows them to search for books based on specific questions.

3. Examinations and Assignments

IFG Assignments consist of exams, project work, reflective writing, and group work. These are all set by IFG and shared with partners via a shared Google Drive with restricted access. Completed assignments are returned to the IFG London Academic Team, using the shared drive. Results are then confirmed by the Academic Director and communicated to the partner and their students.

All assignments including exams are the same for all IFG teaching centres and written by IFG London teachers. Occasionally, they may be tweaked slightly if a specific topic has not been covered at an individual centre, however the standard and level of difficulty remains the same.

The fact that all assignments are the same across the network and are marked in London helps to ensure that the syllabus is being followed and learning outcomes are being met. It also allows a comparison across the network and for the IFG Academic Director to highlight any issues with poor performance in any centres and then investigate whether it is a teaching quality related or a student motivation issue. In some countries it could also be a cultural issue with the style of teaching being different to the expected UK teaching culture. Whatever the reason, the IFG Academic Director can take appropriate action which could involve informing the centre that they need to replace a teacher.

4. Final results and progression to university

Final grades, certificates and transcripts are issued by The Exams & University Progression Committee which has overall responsibility for issuing exam results for IFG. IFG's Academic Director or their deputy in London is then responsible for signing certificates and passing the information to the relevant university partner. This ensures that The Exams & University Progression Committee at IFG London is responsible for students passing the programme and progressing to university level study.

Relevant IFG Academic policies and other key documents

Franchise partner teaching Centres are generally schools and colleges who also teach their own or other franchise qualifications. They therefore have their own set of academic and operational policies. However for the teaching of IFG programmes we recommend and expect them to follow IFG Academic policies to be followed. It should be noted that policies related to assignments/exams, syllabus and academic complaints and appeals are overseen by IFG London staff. The relevant policies are [published on the IFG website](#) policy section and include the following key policies:

021 - Student Complaints Procedure

022 - Admissions & Recruitment Policy and Processes

025 - Assessment and Feedback Policy

027 - Programme Course Documents

028 - Quality Assurance Handbook

031 - Academic Misconduct Policy and Procedures

039 - Academic Appeals Procedure

041 - Learning, Teaching and Assessment Policy

042 - Teaching Observation and Peer Review Procedure

044 - Extensions, Deferrals and Mitigating Circumstances Policy

054 - Student Information, Advice and Guidance

059 - IFG Personal Tutor Guidance

061 - Student Support, Engagement and Attendance Policy

Non academic procedure policies relevant to partners

065 - Recruitment Agents Policy