



WESTMINSTER
HIGHER EDUCATION
FORUM

Regulation and the HEI-student relationship - marketing, contracts and resolving complaints 12th June 2018

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections or check first with the speaker in question. If in doubt please contact the forum first.

Contents

<u>About this Publication</u>	3
<u>Agenda</u>	4
<u>Session Chair's opening remarks</u>	
David Palfreyman , Bursar and Fellow, New College and Director, Oxford Centre for Higher Education Policy Studies, University of Oxford and Board Member, Office for Students (<i>transcript</i>)	6
<u>Consumer law and the HE sector</u>	
Gordon Ashworth , Project Director, Consumer Group, Competition and Markets Authority (<i>transcript</i>)	7
<u>Dispute resolution - the impact of the Office for Students regulatory framework</u>	
David Palfreyman , Bursar and Fellow, New College and Director, Oxford Centre for Higher Education Policy Studies, University of Oxford and Board Member, Office for Students (<i>transcript</i>)	10
Jo Farrington , Legal Director, JG Poole (<i>text to be submitted by speaker</i>)	13
Hannah Sketchley , Policy Officer, NUS (<i>transcript</i>)	17
Questions and comments from the floor with Gordon Ashworth , Project Director, Consumer Group, Competition and Markets Authority (<i>transcript</i>)	19
<u>The role of regulation in university advertising</u>	
Miles Lockwood , Director, Complaints and Investigations, Advertising Standards Authority (<i>transcript</i>)	26
<u>The next steps for higher education marketing - implementing new ASA guidelines and addressing misleading claims</u>	
Johnny Rich , Chief Executive, Push; Chief Executive, Engineering Professors' Council and HE Consultant (<i>transcript</i>)	31
Questions and comments from the floor with Miles Lockwood , Director, Complaints and Investigations, Advertising Standards Authority (<i>transcript</i>)	35
<u>Session Chair's closing remarks</u>	
David Palfreyman , Bursar and Fellow, New College and Director, Oxford Centre for Higher Education Policy Studies, University of Oxford and Board Member, Office for Students (<i>transcript</i>)	39
<u>Session Chair's opening remarks</u>	
Baroness Deech , former Independent Adjudicator, Office of the Independent Adjudicator for Higher Education (2004 - 2008) (<i>transcript</i>)	40
<u>Student complaints and dispute resolution: key trends and best practice</u>	
Gareth Evans , Complaints, Appeals and Assessment Manager, University of the Arts London (<i>transcript</i>)	41
Steve Taylor , Dean of Higher Education, Warwickshire College Group (<i>transcript</i>)	43
Kris Robbetts , Senior Associate, VWV (<i>transcript</i>)	45
Riddi Viswanathan , Diversity Officer, University of Manchester Students' Union (<i>transcript</i>)	47
Questions and comments from the floor (<i>transcript</i>)	49
<u>Key issues for student complaints: international students, mental health and disabled students</u>	
Felicity Mitchell , Independent Adjudicator, Office of the Independent Adjudicator for Higher Education (<i>transcript</i>)	61
Questions and comments from the floor (<i>transcript</i>)	66
<u>Session Chair's and Westminster Higher Education Forum closing remarks</u>	
Baroness Deech , former Independent Adjudicator, Office of the Independent Adjudicator for Higher Education (2004 - 2008) (<i>transcript</i>)	67
Sean Cudmore , Deputy Editor, Westminster Higher Education Forum (<i>transcript</i>)	68
<u>List of Delegates Registered for Seminar</u>	69
<u>Contributor Biographies</u>	72

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Higher Education Forum Keynote Seminar: Regulation and the HEI-student relationship - marketing, contracts and resolving complaints held on 12th June 2018. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Higher Education Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Higher Education Forum are acknowledged. We would also appreciate being informed.

Westminster Higher Education Forum

UK Headquarters
4 Bracknell Beeches
Old Bracknell Lane West
Bracknell
Berkshire RG12 7BW

T: 01344 864796
F: 01344 420121
publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder
Chris Whitehouse