



The Benefits of an AAP licence

This document sets out the most common key benefits of becoming licensed as an Approved Activity Provider (AAP) with the DofE.

1. Promotion

- Whether you are a large provider or a sole trader, the AAP licence provides a quality '**Kite Mark**' for any organisation providing DofE activities for young people.
- Activities or programmes agreed and licensed as an AAP must be accepted by a Licensed Organisation as being pre-approved for fulfilling DofE requirements and sectional conditions.
- You will be provided with the DofE AAP logo to use on your internal and external promotional materials to publicise your DofE partnership to our 275,000 participants and beyond.
- You will be listed on the DofE website and provided with your own web page to promote your organisation and link to specific parts of your own website.
- As a new AAP we will notify our network of your new partnership status.
- There will also be discounted marketing opportunities within the DofE such as advertising in the 'DofE magazine', website, e-mail bulletins and in the future demographically focused advertising through eDofE. (Note that these can be subject to availability).
- As an AAP you will be authorised to sign keeping track booklets for the sections you are licensed to provide.

2. Operational Materials

- As an AAP the DofE will support you to develop DofE centric support and promotion materials for your staff and young people including content and branding for leaflets, letters and e-mails.
- We can help you to develop materials to answer frequently asked questions and problems for young people and their guardians.
- As an AAP you will have access to ASL products and resources including promotional products and information leaflets. You may also use DofE briefing and support materials for volunteers and staff such as 'programme planners' and 'leader's check lists'.

3. A direct relationship with the DofE

- As an AAP you will have a direct line of communication with either a DofE Regional or Country office or our Head Office in Windsor to help you answer any questions about DofE, work effectively with our Licensed Organisations and support you with your delivery of the DofE.
- We will help you develop DofE centric programmes which are consistent in delivery and quality to help young people get the most out of their activities.
- Training courses are available so that members of an AAP can act as expedition supervisors and DofE Accredited Assessors for the Expedition section (expedition providers require different individuals to provide both roles).