

# BSA Certified Agent Scheme 2025/2028

## The BSA

The Boarding Schools' Association (BSA) champions boarding and promotes boarding excellence.

The BSA is the largest association of boarding schools in the world and represents more than 4,500 organisations and individuals in 50 countries.

### Destination UK

The UK has over **77,000** boarders, **29,000** of whom are international students in our boarding schools.

*"The UK has a huge amount to offer, with world-class universities, groundbreaking research, high tech startups and entrepreneurial business people. We are global leaders in the creative industries like music, fashion, design and film. We can offer visitors unforgettable experiences, breath-taking landscapes and iconic attractions."*

Great Britain Campaign  
[www.greatbritaincampaign.com](http://www.greatbritaincampaign.com)

### BSA Certified Agent Scheme

The BSA and our member schools are looking to work with the best education agents and consultants around the world and our Certified Agent Scheme is an assurance of professional quality.

This training and certification programme provides assurance to BSA boarding schools that they are dealing with consultants and agents who have the highest standards in recruitment, safeguarding and student placement.

This scheme is a clear demonstration to BSA boarding schools of the quality and intention of the agents and consultants who reach certified status.

### Benefits

The BSA Certified Agent Scheme will provide members with:

- The BSA assurance of professional quality
- Access to the full BSA membership, an internationally recognised and renowned organisation with over 640 member schools
- Certification and use of the BSA Certified Agent logo
- Free listing on the BSA website
- An e-introduction to our member schools in our weekly newsletter
- Free listing in, and copy of, the biannual 'BSA Guide to Boarding' and the termly 'Boarding School' magazine
- Regular updates from BSA on training, changes to legislation including National Minimum Standards, UKVI and other key information
- Discounted access to BSA networking events
- Up to two free places annually on our events and training days and discounted access to other BSA events
- Free advice including legal advice

## How to become a BSA Certified Agent

- 1 Complete the **application form**, providing key company information and two school references.
- 2 Referencing and application details will be verified and background checks made.
- 3 If all these are satisfactory you will be informed within four weeks of application.
- 4 Upon receipt of payment, you will be sent your BSA Certified Agent certificate and logo which you can use on your marketing materials.

## Provisional Membership

If checks are unsatisfactory, you will be informed within 4 weeks that your application is unsuccessful. However, for agents who fulfil most of our criteria, we can at our discretion offer provisional membership. In this case, you will be informed and, upon receipt of payment, you will be granted provisional membership with a certificate and logo which you can use on your marketing materials. You will also be asked to attend a compulsory training day which will count as one of your two free events. Successful completion of this training will enable you to progress to full membership.

## Training day

Agent training days provide attendees with a deep understanding of the UK boarding market, visa requirements for students and best practice on how to be a good agent/consultant.

## Format of the training day

- Welcome to BSA
- Understanding the UK boarding market
- A guide to being a good agent/consultant
- UK Visas and Immigration rules and requirements
- Best practice in working with boarding schools
- Best practice in working with guardians

## Application process

Potential members will be asked to complete the application form and supply references. BSA will assess each completed application, take up references and do background checks.

BSA will inform applicants within four weeks of receipt of the application whether they have fulfilled our criteria or not. Successful applicants will be sent a certificate and logo and added to our lists and newsletter as outlined in the benefits box above. Unsuccessful applicants will be informed whether they may become a provisional member, in which case they will be sent the provisional certificate and logo and invited to a training day.

## Cost of BSA Certified Agent Scheme

The BSA Certified Agent Scheme costs £1,800 to register plus £250 membership in each subsequent year. Both charges are plus VAT if the agent is in the UK or inside the EU and not VAT registered. This includes free attendance at two BSA events, discounted rates at all other BSA events, company listing on the BSA website, weekly newsletter, guide to boarding and termly member magazine, regular alerts and updates, free advice, e-introduction to our members and use of the official BSA Certified Agent scheme logo. There will be checks made every three years in order to continue membership but there is no fee for this.

## Application and reference checking

### Proof will be needed of:

- Identity
- Registered company address
- Website address
- Copies of brochures and policies where these are not online
- References from at least two schools

### We will undertake general company searches which may include checks with other associations. We are looking for:

- A commitment to providing high quality advice and support
- Evidence of good relationships with clients
- Evidence of good relationships with UK boarding schools
- Excellent knowledge of local and British education systems and of the boarding ethos
- Evidence of successful school placement in UK schools
- Agreement to commit to BSA Code of Practice under this certified scheme

**BSA Certified Agent Scheme**

**Code of conduct**

- 1 The Agent should represent a range of different types of school, so that families have a wide selection from which to choose. They should have personally visited the schools they are representing in order to have a good understanding of them.
- 2 The Agent will match prospective pupils to suitable schools to the best of their ability taking into account the child's academic ability, level of English language, personality and interests such as music, sport, drama, along with the parents' preferences with regard to fees, geography etc.
- 3 The Agent will work with the family to build up a good relationship and knowledge of prospective pupils' needs before advising on suitable boarding schools for the long term.
- 4 The Agent will know and understand the contents of the school's marketing documents (prospectus, website, sixth form brochure etc.) and policies and will not make any representation about a school other than in accordance with these documents.
- 5 If necessary, the Agent will provide translation services for documentation generated as part of the application process and during the pupil's attendance at a school.
- 6 The Agent should introduce the prospective pupil to a school clearly and accurately, making it easy for the school to assess the child's suitability quickly and efficiently.
- 7 The Agent will deal promptly with all correspondence from the parents or schools. It will act as the liaison between the family and schools and be able to answer questions about the schools.
- 8 The Agent will help arrange visits to schools and in some cases may accompany the family to assist with their decision making, to find out more about the school and/or to act as an interpreter.
- 9 The Agent will ensure the registration document supplied to schools, and any documents issued later by schools, are completed in full and signed and dated by both parents.
- 10 The Agent will ensure that when test papers are supplied by a school, the prospective pupil undertakes such tests under supervised conditions without assistance from others and that completed test papers are returned to the school without interference.
- 11 The Agent will assist if required to enable face-to-face or virtual interviews.
- 12 The Agent should have a good knowledge of the visa application process and provide support with UKVI paperwork to ensure that a pupil can enter the UK legally.
- 13 The Agent will ensure that any international pupil introduced to a school has a guardian arrangement in place as required by the school's policy, to take responsibility for the pupil during holidays and organise or facilitate travel arrangements to and from the school.
- 14 The Agent should be willing and able to provide an ongoing service once a pupil starts at a school to help with any parental concerns or queries.
- 15 The Agent will preserve confidentiality and will not divulge to any third-party details of their dealings between the parent/pupil and a school.
- 16 The Agent will ensure as far as they are able that the parents are creditworthy and that the source of the school fees and any deposit and extras is lawful.
- 17 The Agent will act in the best interests of the pupil ongoing, in particular not moving the pupil from a school unless there is a good, non-financial reason for doing so.
- 18 Certified Guardians/Agents are expected to engage with all BSA Group staff and customers with professionalism, courtesy, and respect at all times. Any form of aggressive, disrespectful, or inappropriate communication or behaviour towards BSA Group staff and customers, whether verbal, written, or in conduct, may result in disciplinary action, including possible suspension or removal from the scheme.

The BSA Certified Agent scheme is designed to improve the working relationship between high quality agents and education consultants working with BSA boarding schools. BSA reserves the right to investigate any alleged breach of this code of conduct and, in the event that the breach is proven, to ask the Agent to leave the certification scheme.

167-169 Great Portland Street  
5th Floor  
London  
W1W 5PF  
bsa@boarding.org.uk  
**www.boarding.org.uk**