

Endorsement policy



Last updated: February 2026

For review: January 2029

This document sets out the RCGP's policy on authorising RCGP endorsement. It replaces all previous versions of the policy.

The RCGP is regularly approached by external organisations asking for endorsement or badging of policy documents or activities whose development the College has not necessarily been involved in. This policy sets out the criteria the RCGP will use in making a decision once an application is received and it has been reviewed by the Endorsement team. Our endorsement gives documents or activities the same status as an official RCGP output and is therefore given only with approval from the College's Endorsements team.

Making contact

All requests for endorsement should be sent to endorsements@rcgp.org.uk and include a final version of the policy document/activity in question, alongside a completed [application form](#). We aim to complete the process and provide a decision within four weeks of receiving a completed application. However, timeframes may vary on a case-by-case basis, depending on the nature of the request and the level of review required by the College.

RCGP representatives

The College has agreed that where there is an RCGP representative serving on a working group of any kind, and the working group belongs to another organisation (such as NHS England or another Royal College), the RCGP representative's presence in itself will not act as endorsement of the work. Such individuals will be termed as 'RCGP College Representatives', and both they and the organisation they are helping will be advised that they should feedback regularly to the RCGP College representative team by emailing CollegeReps@rcgp.org.uk. This is so that the College can be kept informed.

Intellectual property

The RCGP logo is intellectual property of the RCGP and as such the RCGP is not obliged to disseminate the logo outside of the College, even if requested. The RCGP default position is that we do not lend our logo, until the policy document or activity receives an endorsement from the College's Endorsement team.

Request for repeat or extension of a previously endorsed product

Some endorsement requests seek re-endorsement if the activity has previously been endorsed and has since been updated or amended. In such instances, the request must be treated as a new endorsement request. College policy and stance may have changed since the initial endorsement so it must be re-assessed in full. Even if the College's endorsement policy has not changed since the initial endorsement, an endorsement cannot be assumed after three

years. A new application must be submitted in order to request re-endorsement. It is therefore possible that something previously endorsed may be declined upon requesting re-endorsement.

Duration of endorsement

Applications for RCGP endorsement which are successful will only be valid for three years, except for those policy documents or activities which are co-authored. The validity of co-authored policy documents or activity shall be determined on a case-by-case basis prior to publication. Both parties must agree on the conditions of validity, including circumstances under which the document would no longer be considered valid. Once this time period has expired, the College will remove any link to the policy document or activity and the approval for continued use of the RCGP logo will be withdrawn and therefore will be expected to be removed from any new, re-printed or re-shared versions of the policy document or activity. If, after this time period, the original applicant would like to renew their RCGP endorsement for the original document or activity, they will need to go through the usual process of seeking RCGP endorsement.

Acknowledgement approval

The use of the College's name, or reference to the College in acknowledgements, or informal mentions in the policy document or activity should not be included without prior approval from the College's Endorsement team. Even if a College representative(s) or member(s) has contributed to the development of the document or activity, approval is still required before the College's name is referenced within the policy document or activity. Without such approval, any reference to the College will be expected to be removed from all versions of the policy document or activity.

Decision

The application will be independently reviewed by the College's Endorsement team, including, the responsible RCGP Officer, the Medical Director for Clinical Policy, or their nominated deputy. The team may choose to seek wider expert opinion, if necessary. GP involvement is essential for any document to be endorsed, but their involvement, (including members, fellows or representatives of the College), does not automatically mean that the work will be endorsed. The RCGP logo will be considered on a case-by-case basis, with a final decision taken by the College's Endorsement team, having consulted the relevant RCGP teams and Officers.

Outcomes

The possible outcomes are as follows:

1. RCGP logo and name approved for use
2. RCGP logo, name and support declined

Guiding Principles

The following are some example principles which would indicate a successful or unsuccessful application for RCGP endorsement. However, applications may be accepted or rejected for reasons outside of those mentioned below:

1. RCGP direct involvement in production e.g. co-authored

Usually used for partnership projects. The RCGP will have been fully involved in the production of the work with prior approval from the relevant College Officer(s) and RCGP team(s) and fully endorses all of its messages.

The RCGP supports the work as:

- GPs have been involved in the production of the work
- It fully aligns with [RCGP policy](#), where applicable
- It is relevant to core general practice
- It upholds the RCGP [values](#)
- It is a priority for the RCGP
- It is aimed at a primary care generalist

Outcome: *The RCGP logo, name and branding approved for use, and the RCGP wider team may be involved in promoting the work.*

2. RCGP Support without direct involvement

Although not directly involved in production, the RCGP supports the work as:

- GPs have been involved in the production of the work
- It fully aligns with [RCGP policy](#), where applicable
- It is relevant to core general practice
- It upholds the RCGP [values](#)
- It is a priority for the RCGP
- It is aimed at a primary care generalist

Outcome: *The RCGP logo and name approved for use, but the wider RCGP team will not normally be involved in promotion, however, this can be considered on a case-by-case basis.*

3. Not within the scope of RCGP and/or general practice

- The RCGP does not support the work or only supports part of the work.
- It is *not* relevant to core general practice
- It is *not* aimed at a primary care generalist or is a specialist subject
- It is an educational resource
- It is a patient facing resource

Outcome: RCGP logo, name and support declined. The RCGP logo or name will not be used. The wider RCGP team will not be involved in promotion of the policy document or activity.