

Supporting providers and career development professionals to explain Alternative Academic Qualifications (AAQs) and Reformed Technical Qualifications as a new post-16 option to learners, parents and employers.

Draft copy and Social Media assets

May 2025



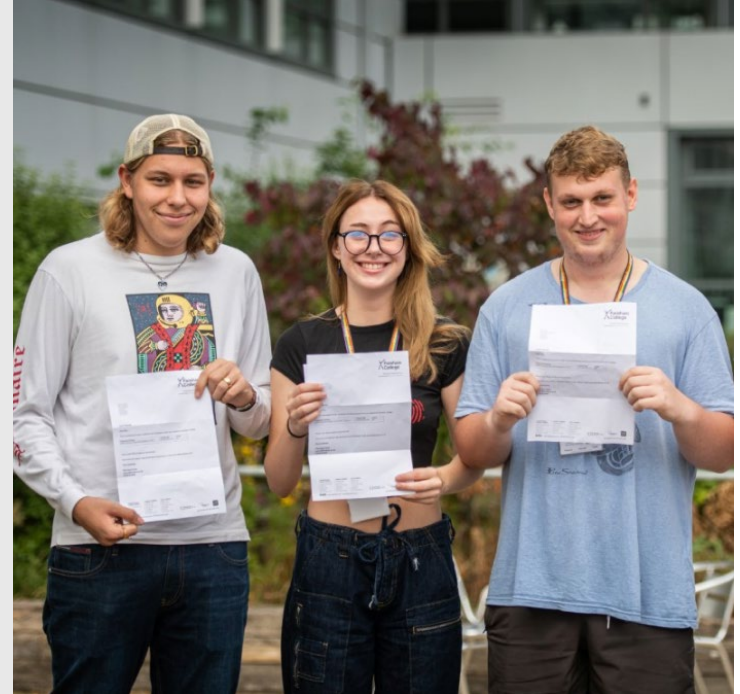
About the Social Media toolkit

In 2024, The Department for Education published newly reformed post-16 qualifications that will be available to teach from 1 August 2025.

This resource has been created to help explain **Alternative Academic Qualifications (AAQs)** and **Reformed Technical Qualifications** as new post-16 options to learners, parents and employers.

These social media assets provide content to:

- Highlight and explain these newly reformed qualifications
- Be integrated into the communications activity of education and training providers

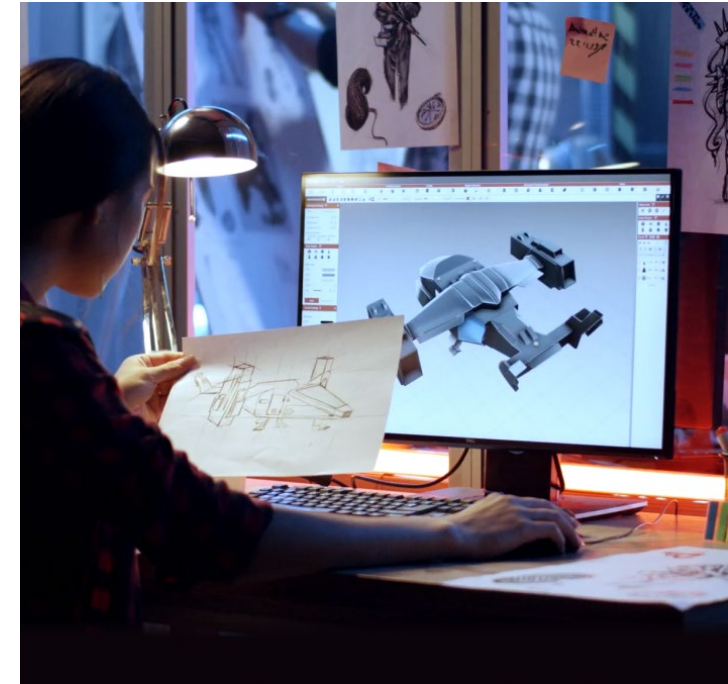


Further support for providers

We have developed a toolkit of resources (alongside this resource) which includes:

1. Slide packs to use with teachers, parents, careers professionals and learners
2. A wide selection of downloadable documents to explain the new qualifications including route-by-route information, information on occupational maps, curriculum pathways, progression options and learner journeys
3. Landscape documents showing the qualification landscape for levels 2 and 3 for 2025
4. Qualifications reform timeline download
5. Links to further support from T Levels and the Further Education Commissioner

[Click here to find out more](#)

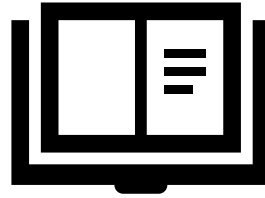


Things you can do:



Tell your network about the newly reformed qualifications via your newsletters or Intranet

[Click here](#)



Use the resources we have developed to support with implementation

[Click here](#)



Share images on social media that explain about the newly reformed qualifications

[Click here](#)



Share our mailing list sign up link with your contacts

[Click here](#)



Content package

This content package is designed to provide stakeholders with materials to explain more about the newly reformed qualifications.

The materials are designed to act as a base that you can tailor as you see fit.

You'll find the following content:

- ✓ **Newsletter/web copy** – copy you can include in your newsletter or on your Intranet or website to explain more about Qualifications Reform and the newly reformed qualifications.
- ✓ **Employer letter copy**- copy you can use to contact employers you work with to explain more about Qualifications Reform and the newly reformed qualifications.
- ✓ **Frequently Asked Questions (FAQs) for parents/carers and learners**- share these FAQs with parents/carers or adapt for your own setting.
- ✓ **Explainers for parents/carers**- download these leaflets for parents/carers that explain reformed qualifications.
- ✓ **Posters**- download these posters and use them with learners and parents/carers.
- ✓ **Social copy** – social posts and assets you can share on your social feeds to explain more about the newly reformed qualifications.
- ✓ **Sign up to our newsletter link**– where to download a link to our website and newsletter.



Newsletter/Web copy

This is copy that you can include in your newsletter or Intranet or on your website to help to explain the newly reformed qualifications.

The government is making changes to post-16 education so that it is easier to understand the qualifications system and learners are better prepared for either skilled employment or further study. This year, newly reformed qualifications at levels 2 and 3 will begin to be delivered and **[INSERT WE/INSTITUTION NAME]** will be delivering these newly approved qualifications from September 2025 including:

[DELETE AS APPROPRIATE]

Alternative Academic Qualifications (AAQs): these qualifications are primarily designed for learners aiming to progress to higher education. AAQs:

- Can be taken alongside A levels in mixed study programmes and provide a strong academic foundation for university entry.
- Are a blend academic and applied learning using various assessment methods to support individual needs.
- Are available in subjects not typically covered by A Levels, providing a broader range of study areas. .

Reformed Technical Qualifications: these qualifications are based on employer-led occupational standards, these qualifications ensure they provide what industry needs. They offer:

- Hands-on, practical training that equip learners with job ready skills.
- Clear routes into key sectors, such as engineering, IT, healthcare and construction.
- Content that reflects the real-world skills that employers are seeking as they are based on employer led occupational standards.

For more detailed information, you can visit [gov.uk Qualifications Reform](https://www.gov.uk/qualifications-reform) or **[INSERT COLLEGE WEBSITE]**





Employer letter copy

This is copy that you can send to employers, explaining Qualifications Reform and the new qualifications you are teaching from the academic year 2025- [Editable employer letter](#)





Parent/ carer and learner Frequently Asked Questions (FAQ) document and assets

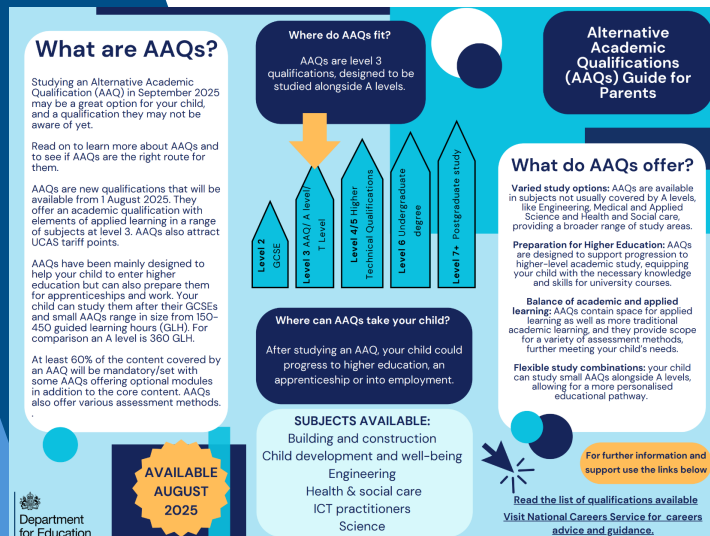
This FAQ document includes questions and answers that we expect parents and learners may ask. This can be shared using social media assets or printed and used at open events when promoting the new qualifications- [FAQ Parents/ carers and learners](#)



Parent explainers and assets

These documents include more detailed information about AAQs and Reformed Technical Qualifications for parents. These can be shared via e-newsletters with links or printed and used at open events when promoting the new qualifications.

- AAQ leaflet
- Level 2 reformed Technical Qualifications leaflet
- Level 3 reformed Technical Qualifications leaflet



What are AAQs?

Studying an Alternative Academic Qualification (AAQ) in September 2025 may be a great option for your child, and a qualification they may not be aware of yet.

Read on to learn more about AAQs and to see if AAQs are the right route for them.

AAQs are new qualifications that will be available from 1 August 2025. They offer an academic qualification with elements of applied learning in a range of subjects at level 3. AAQs also attract UCAS tariff points.

AAQs have been mainly designed to help your child to enter higher education but can also prepare them for apprenticeships and work. Your child can study them after their GCSEs and small AAQs range in size from 150-450 guided learning hours (GLH). For comparison an A level is 360 GLH.

At least 60% of the content covered by an AAQ will be mandatory/set with some AAQs offering optional modules in addition to the core content. AAQs also offer various assessment methods.

Where do AAQs fit?

AAQs are level 3 qualifications designed to be studied alongside A levels.

Alternative Academic Qualifications (AAQs) Guide for Parents

What do AAQs offer?

Varied study options: AAQs are available in subjects not usually covered by A levels, like Engineering, Medical and Applied Science and Health and Social care, providing a broader range of study areas.

Preparation for Higher Education: AAQs are designed to support progression to higher-level academic study, equipping your child with the necessary knowledge and skills for university courses.

Balance of academic and applied learning: AAQs contain space for applied learning as well as more traditional academic learning, and they provide scope for a variety of assessment methods, further meeting your child's needs.

Flexible study combinations: your child can study small AAQs alongside A levels, allowing for a more personalised educational pathway.

Where can AAQs take your child?

After studying an AAQ, your child could progress to higher education, an apprenticeship or into employment.

SUBJECTS AVAILABLE:

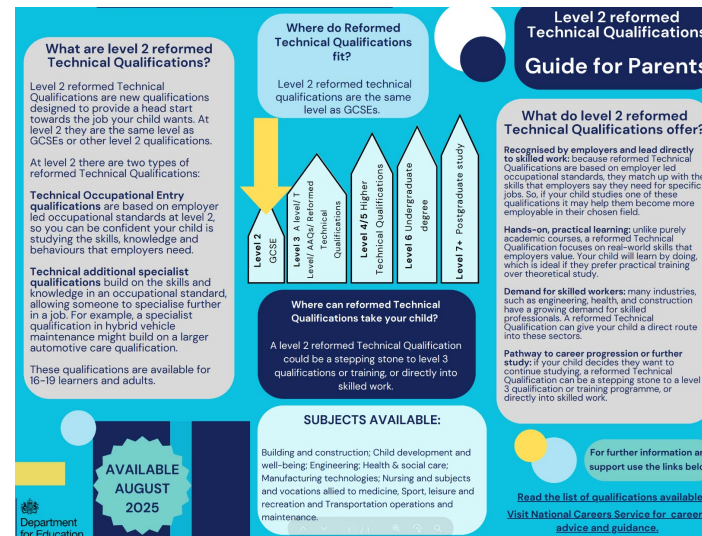
- Building and construction
- Child development and well-being
- Engineering
- Health & social care
- ICT practitioners
- Science

AVAILABLE AUGUST 2025

Department for Education

For further information and support use the links below

Read the list of qualifications available Visit National Careers Service for careers advice and guidance.



What are level 2 reformed Technical Qualifications?

Level 2 reformed Technical Qualifications are new qualifications designed to provide a head start towards the job your child wants. At level 2 they are the same level as GCSEs or other level 2 qualifications.

At level 2 there are two types of reformed Technical Qualifications:

Technical Occupational Entry qualifications are based on employer led occupational standards at level 2, so you can be confident your child is studying the skills, knowledge and behaviours that employers need.

Technical additional specialist qualifications build on the skills and knowledge in an occupational standard, allowing someone to specialise further in a job. For example, a specialist qualification in hybrid vehicle maintenance might build on a larger automotive care qualification.

These qualifications are available for 16-19 learners and adults.

Where do Reformed Technical Qualifications fit?

Level 2 reformed technical qualifications are the same level as GCSEs.

Level 2 reformed Technical Qualifications Guide for Parents

What do level 2 reformed Technical Qualifications offer?

Recognised by employers and lead directly to skilled work: because reformed Technical Qualifications are based on employer led occupational standards, they match up with the skills that employers say they need for specific jobs. So, if your child studies one of these qualifications it may help them become more employable in their chosen field.

Hands-on, practical learning: unlike purely academic courses, a reformed Technical Qualification focuses on real-world skills that employers value. Your child will learn by doing, which is ideal if they prefer practical training over theoretical study.

Demand for skilled workers: many industries, such as engineering, health, and construction have a growing demand for skilled professionals. A reformed Technical Qualification can give your child a direct route into these sectors.

Pathway to career progression or further study: if your child decides they want to continue studying, a reformed Technical Qualification can be a stepping stone to a level 3 qualification or training programme, or directly into skilled work.

Where can reformed Technical Qualifications take your child?

A level 2 reformed Technical Qualification could be a stepping stone to level 3 qualifications or training, or directly into skilled work.

SUBJECTS AVAILABLE:

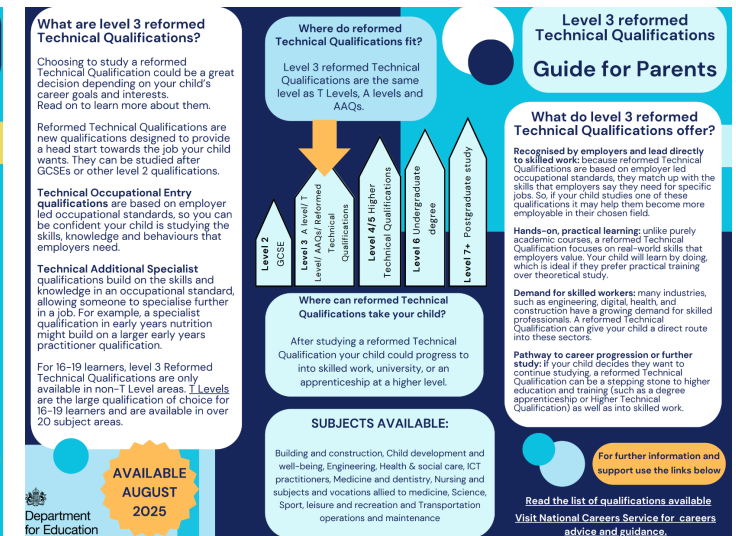
- Building and construction; Child development and well-being; Engineering; Health & social care; Manufacturing technologies; Nursing and subjects and vocations allied to medicine; Sport, leisure and recreation and Transportation operations and maintenance.

AVAILABLE AUGUST 2025

Department for Education

For further information and support use the links below

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What are level 3 reformed Technical Qualifications?

Choosing to study a reformed Technical Qualification could be a great decision depending on your child's career goals and interests. Read on to learn more about them.

Reformed Technical Qualifications are new qualifications designed to provide a head start towards the job your child wants. They can be studied after GCSEs or other level 2 qualifications.

Technical Occupational Entry qualifications are based on employer led occupational standards, so you can be confident your child is studying the skills, knowledge and behaviours that employers need.

Technical Additional Specialist qualifications build on the skills and knowledge in an occupational standard, allowing someone to specialise further in a job. For example, a specialist qualification in early years nutrition might build on a larger early years practitioner qualification.

For 16-19 learners, level 3 reformed Technical Qualifications are only available in non-T Level areas. T Levels are the large qualification of choice for 16-19 learners and are available in over 20 subject areas.

Where do reformed Technical Qualifications fit?

Level 3 reformed Technical Qualifications are the same level as T Levels, A levels and AAQs.

Level 3 reformed Technical Qualifications Guide for Parents

What do level 3 reformed Technical Qualifications offer?

Recognised by employers and lead directly to skilled work: because reformed Technical Qualifications are based on employer led occupational standards, they match up with the skills that employers say they need for specific jobs. So, if your child studies one of these qualifications it may help them become more employable in their chosen field.

Hands-on, practical learning: unlike purely academic courses, a reformed Technical Qualification focuses on real-world skills that employers value. Your child will learn by doing, which is ideal if they prefer practical training over theoretical study.

Demand for skilled workers: many industries, such as engineering, digital, health, and construction have a growing demand for skilled professionals. A reformed Technical Qualification can give your child a direct route into these sectors.

Pathway to career progression or further study: if your child decides they want to continue studying, a reformed Technical Qualification can be a stepping stone to higher education and training (such as a degree apprenticeship or higher Technical Qualification) as well as into skilled work.

Where can reformed Technical Qualifications take your child?

After studying a reformed Technical Qualification your child could progress to into skilled work, university, or an apprenticeship at a higher level.

SUBJECTS AVAILABLE:

- Building and construction; Child development and well-being; Engineering; Health & social care; ICT practitioners; Medicine and dentistry; Nursing and subjects and vocations allied to medicine; Science, Sport, leisure and recreation and Transportation operations and maintenance

AVAILABLE AUGUST 2025

Department for Education

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Posters: Where do reformed qualifications fit?

These posters include information about AAQs and Reformed Technical Qualifications for parents/carers and learners, others interested in post-16 qualifications reform.

This can be shared on your website or printed and used at open events when promoting the new qualifications.

Download the images [here](#)



Posters: What do Alternative Academic Qualifications offer?

These posters include information about AAQs and Reformed Technical Qualifications for parents/carers, learners and others interested in post-16 qualifications reform.

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Posters: What are Reformed Technical Qualifications?

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 Department for Education

WHAT ARE REFORMED TECHNICAL QUALIFICATIONS?

Based on employer-led occupational standards, these qualifications ensure alignment with industry needs.

They offer:

- Hands-on, practical qualifications that equip learners with job ready skills.
- Clear routes into key sectors, such as engineering, IT, healthcare and construction.
- Content that reflects the real-world skills that employers are seeking.



 Department for Education

WHAT ARE TECHNICAL OCCUPATIONAL ENTRY QUALIFICATIONS?

- Available at levels 2 and 3 from 1 August 2025
- Based on employer-led occupational standards, so these qualifications ensure alignment with industry needs.
- Hands-on, practical training that equip learners with job ready skills
- Available in key sectors such as Engineering, Health and Digital



 Department for Education

WHAT ARE TECHNICAL OCCUPATIONAL ADDITIONAL SPECIALIST QUALIFICATIONS?

- Available at levels 2 and 3 from 1 August 2025
- Additional specialist qualifications build on the skills and knowledge in a work-related standard, allowing you to specialise further in a job



Posters: What do Reformed Technical Qualifications offer?

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Download the images [here](#)



Social copy: Reformed Qualifications levels 2 and 3 – aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform.



Copy	Image
<p>Want to find out more about level 3 reformed qualifications?</p> <p>Information is available on Gov.uk on qualifications that we will be teaching from September 2025.</p> <p>Visit (INSERT WEBSITE) or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #AAQs #reformedtechnicalqualifications</p>	

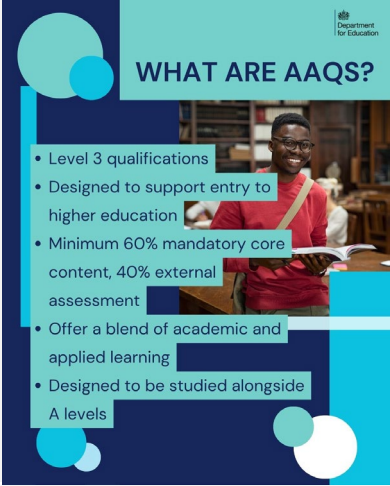

<p>Want to find out more about level 2 reformed qualifications?</p> <p>Information is available on Gov.uk on qualifications that we will be teaching from September 2025.</p> <p>Visit (INSERT WEBSITE) or contact us [INSERT CONTACT DETAILS] to find out more #reformedtechnicalqualifications</p>	
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Download the images [here](#)

Social copy: Alternative Academic Qualifications (AAQs) – aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform.



Copy
<p>Want to find out more about AAQs?</p> <p>Information is available on Gov.uk about new qualifications that we will be teaching from September 2025. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #AAQs</p>
<p>What do AAQs offer? AAQs offer subjects not typically covered by A levels- we are offering an AAQ in [INSERT SUBJECT/S] from September 2025. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #AAQs</p>
<p>Download the images <u>here</u></p>

Image



Social copy: Alternative Academic Qualifications (AAQs) – aimed at aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform.



Copy
<p>What do AAQs offer? AAQs are designed to help you progress to HE- we will be teaching AAQs in [INSERT SUBJECT/S] from September 2025. To find out more visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] #AAQs #reformedquals</p>
<p>What do AAQs offer? AAQs combine academic and applied learning- we are offering an AAQ in [INSERT DETAILS] from September 2025. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #AAQs #reformedquals</p>
<p>Download the images here</p>

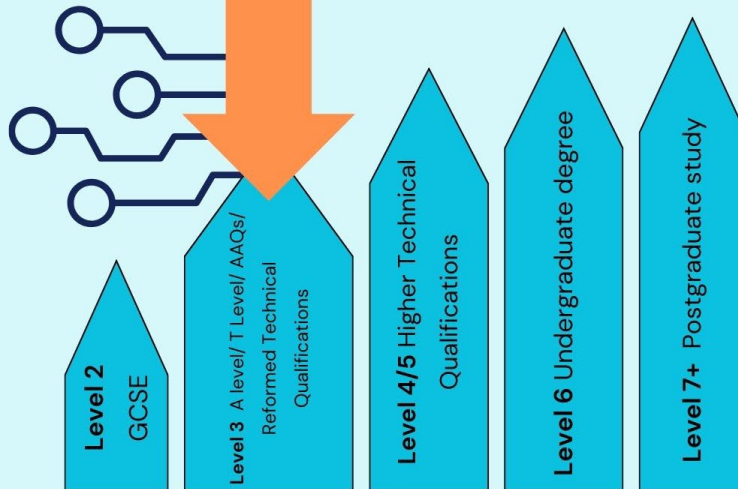
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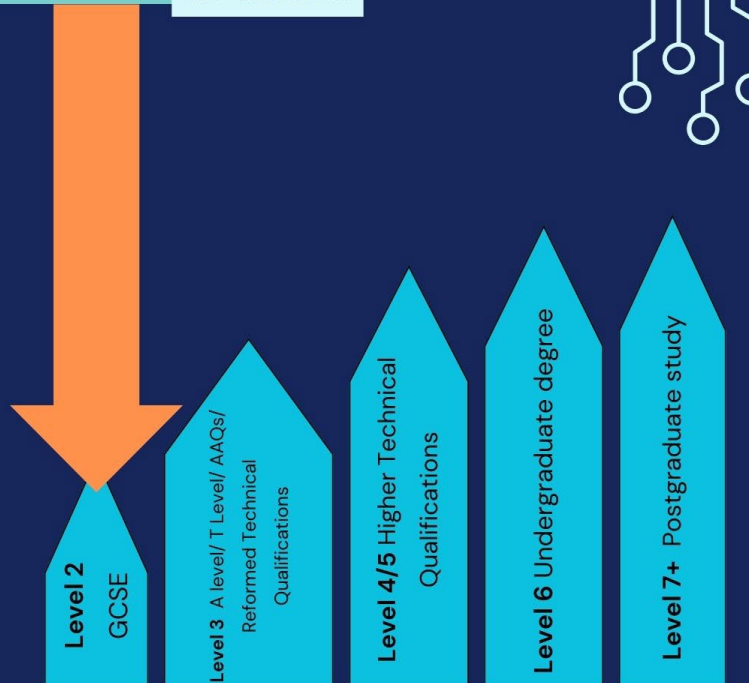
WHERE DO REFORMED QUALIFICATIONS FIT?

At level 3, **Alternative Academic Qualifications (AAQs)** and **Reformed Technical Qualifications** are the same level as T Levels and A levels.



WHERE DO REFORMED QUALIFICATIONS FIT?

At level 2, **Reformed Technical Qualifications** are the same level as GCSEs.



Socials stories:
Reformed
Qualifications –
aimed at
explaining these
qualifications to
learners, parents
and others
interested in post-
16 qualifications
reform.

Download the images [here](#)

Socials stories: AAQs – aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform.

Download the images [here](#)

Department for Education


WHAT ARE AAQS?



- Level 3 qualifications
- Designed to support entry to higher education
- Available in subjects not typically covered by A Levels, providing a broader range of study areas.
- Offer a blend of academic and applied learning
- Designed to be studied alongside A levels

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WHAT DO ALTERNATIVE ACADEMIC QUALIFICATIONS (AAQS) OFFER?



Preparation for Higher Education:
AAQs are designed to support progression to higher-level academic study, equipping you with the necessary knowledge and skills for university courses.

Department for Education

WHAT DO ALTERNATIVE ACADEMIC QUALIFICATIONS (AAQS) OFFER?



Varied study options: AAQs are available in subjects not typically covered by A Levels, providing a broader range of study areas.

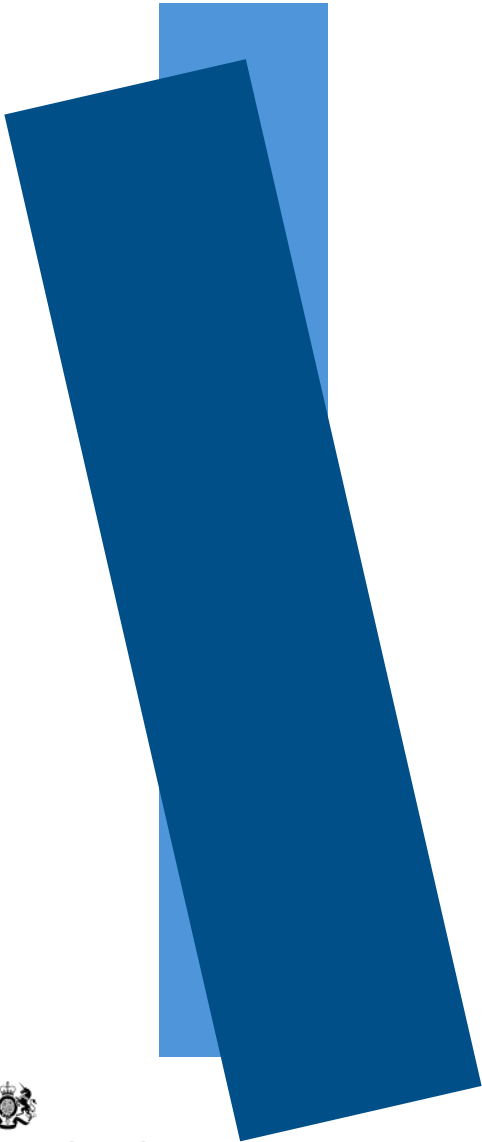
Department for Education



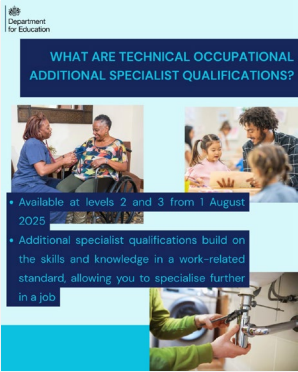
WHAT DO ALTERNATIVE ACADEMIC QUALIFICATIONS (AAQS) OFFER?



Balance of academic and applied learning: AAQs contain space for applied learning as well as more traditional academic learning.


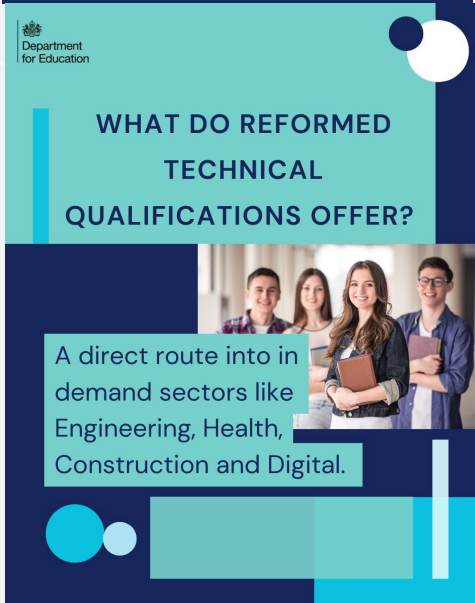
Social copy: Reformed Technical Qualifications– aimed at aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform (1)



Copy	Image
<p>What are Reformed Technical Qualifications?</p> <p>We will be teaching [INSERT SUBJECT/S] in September 2025 which offers learning hands-on, real-world skills that employers value. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>	 A social media graphic with a teal header and footer. The header says 'WHAT ARE REFORMED TECHNICAL QUALIFICATIONS?'. The body text explains that these qualifications are based on employer-led standards and offer hands-on, practical training. It lists bullet points: 'Hands-on, practical qualifications that equip learners with job ready skills', 'Clear routes into key sectors, such as engineering, IT, healthcare and construction', and 'Content that reflects the real-world skills that employers are seeking'. There are two small images: one of a person working on a machine and one of a person at a desk.
<p>What are Technical Occupational Entry Qualifications?</p> <p>Find out more- visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>	 A social media graphic with a teal header and footer. The header says 'WHAT ARE TECHNICAL OCCUPATIONAL ENTRY QUALIFICATIONS?'. The body text explains that these qualifications are available at levels 2 and 3 from 1 August 2025, based on employer-led standards. It lists bullet points: 'Available at levels 2 and 3 from 1 August 2025', 'Based on employer-led occupational standards, so these qualifications line up with what industry needs', 'Hands-on, practical training that equip learners with job ready skills', and 'Available in key sectors such as Engineering, Health and Construction'. There are two small images: one of a person working on a machine and one of a person at a desk.
<p>What are Technical Occupational Additional Specialist Qualifications?</p> <p>Find out more- visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>	 A social media graphic with a teal header and footer. The header says 'WHAT ARE TECHNICAL OCCUPATIONAL ADDITIONAL SPECIALIST QUALIFICATIONS?'. The body text explains that these qualifications are available at levels 2 and 3 from 1 August 2025 and build on the skills and knowledge in a work-related standard. It lists bullet points: 'Available at levels 2 and 3 from 1 August 2025' and 'Additional specialist qualifications build on the skills and knowledge in a work-related standard, allowing you to specialise further in a job'. There are two small images: one of a person working on a machine and one of a person at a desk.

Download the images [here](#)

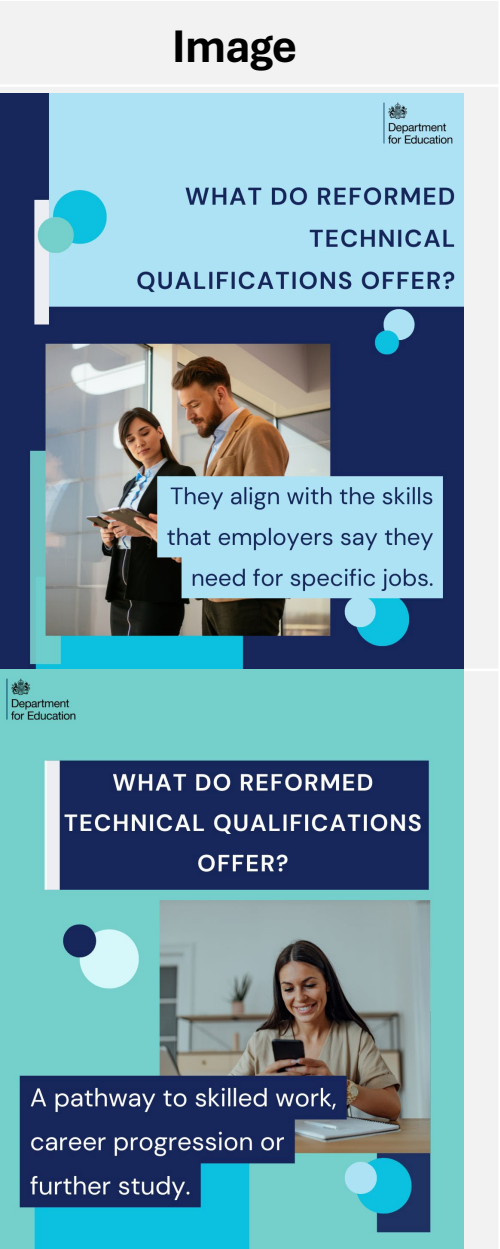
Social copy: Reformed Technical Qualifications– aimed at aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform. (2)

Copy	Image
<p>What do Reformed Technical Qualifications offer?</p> <p>We will be teaching [INSERT SUBJECT/S] in September 2025 which offer hands-on, practical learning and real-world skills that employers value. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>	 <p>The image shows a social media post with a blue header containing the Department for Education logo and the text 'WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?'. Below the header is a photo of two construction workers in orange safety vests and hard hats, one holding a tablet. A white text box at the bottom of the photo reads: 'Hands-on, practical learning and real-world skills that employers value.'</p>
<p>What do Reformed Technical Qualifications offer?</p> <p>Reformed Technical Qualifications offer a direct route into in demand sectors. Find out more- visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>	 <p>The image shows a social media post with a teal header containing the Department for Education logo and the text 'WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?'. Below the header is a photo of four students (three girls and one boy) standing together. A white text box at the bottom of the photo reads: 'A direct route into in demand sectors like Engineering, Health, Construction and Digital.'</p>

Download the images [here](#)

Social copy: Reformed Technical Qualifications– aimed at aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform (3)

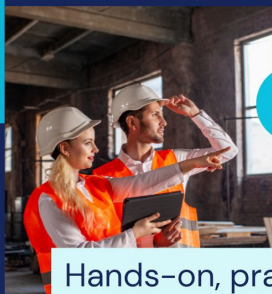
Copy
<p>What do Reformed Technical Qualifications offer?</p> <p>Because they’re based on occupational standards, Reformed Technical Qualifications offer what employers say they need. Visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>
<p>What do Reformed Technical Qualifications offer?</p> <p>Reformed Technical Qualifications offer a pathway into skilled work. Find out more- visit [INSERT WEBSITE] or contact us [INSERT CONTACT DETAILS] to find out more #reformedqualifications #technicalquals</p>
<p>Download the images <u>here</u></p>



Socials stories: Reformed Technical Qualifications – aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform (1)

Download the images [here](#)

WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?



Hands-on, practical learning and real-world skills that employers value.

WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?



A direct route into in demand sectors like Engineering, Health, Construction and Digital.

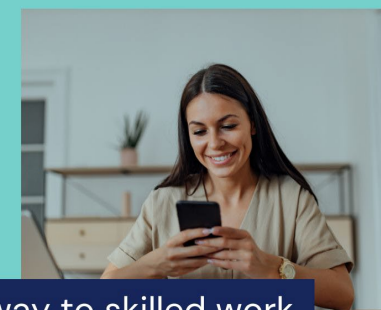
WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?



They align with the skills that employers say they need for specific jobs.

Department
for Education

WHAT DO REFORMED TECHNICAL QUALIFICATIONS OFFER?



A pathway to skilled work, career progression or further study.

Socials stories: Reformed Technical Qualifications – aimed at explaining these qualifications to learners, parents and others interested in post-16 qualifications reform (2) Download the images [here](#)

WHAT ARE REFORMED TECHNICAL QUALIFICATIONS?

Based on employer-led occupational standards, these qualifications ensure alignment with industry needs.



They offer:

- Hands-on, practical qualifications that equip learners with job ready skills.
- Clear routes into key sectors, such as engineering, IT, healthcare and construction.
- Content that reflects the real-world skills that employers are seeking.

WHAT ARE TECHNICAL OCCUPATIONAL ENTRY QUALIFICATIONS?



- Available at levels 2 and 3 from 1 August 2025
- Based on employer-led occupational standards, so these qualifications ensure alignment with industry needs.
- Hands-on, practical training that equip learners with job ready skills
- Available in key sectors such as Engineering, Health and Digital



WHAT ARE TECHNICAL OCCUPATIONAL ADDITIONAL SPECIALIST QUALIFICATIONS?



- Available at levels 2 and 3 from 1 August 2025
- Additional specialist qualifications build on the skills and knowledge in a work-related standard, allowing you to specialise further in a job



Want to know more?

If you want to request any additional information, please contact:

qualifications.reform@education.gov.uk

To find out more visit: **[Qualifications Reform webpages](#)**

Click to access all of the resources in the Provider Toolkit [insert link when ready]

[Sign up](#) to our mailing list for regular updates

