

VQDay

**Celebrating Vocational
Achievement**

22 June 2011

www.vqday.org.uk

An initiative by

Edge

Sponsored by

City & Guilds

PEARSON

wk

Westminster Kingsway
central London's College



Evaluation report

VQDay

**Celebrating Vocational
Achievement**

VQ Day would not be possible without the support of our sponsors and the vocational education community.

Every year, our partners across the country come together to support and celebrate VQ Day. Edge would like to thank the 2011 sponsors City & Guilds and Pearson, for their help and commitment in making VQ Day 2011 a day to remember.

Edge would also like to thank our partners who offered time and support to make VQ Day 2011 happen including: 157 Group, Association of Colleges (AoC), Association of Employment and Learning Providers (AELP), AAT, Award Scheme Development and Accreditation Network (ASDAN), City & Guilds, Colleges Wales, Department for Business, Innovation and Skills (BIS) Department for Employment and Learning (DELNI), Ealing, Hammersmith and West London College, EDI, the Federation of Awarding Bodies (FAB), the FE Reputation Strategy Group (FERSG), Hackney Community College, OCR, Ofqual, Ofqual Northern Ireland, Pearson, Scottish Government, Skill Smart Retail, the Welsh Assembly Government, Westminster Kingsway College and WorldSkills among others.



The Rt Hon Lord Baker
of Dorking CH
Chairman of Edge

Since launching in 2008, VQ Day has continued to recognise and celebrate high quality vocational achievements and qualifications. I am delighted that people across the country joined together again this year, to make it the biggest celebration yet.

And there is a lot to celebrate. Vocational qualifications (VQs) provide people not just with certificates but with the skills-based education they need to enter and thrive in the workplace or set up their own business. For this reason VQs have never been more important to the economy and the individual.

One of the ambitions for VQ Day this year was to bring employers together and secure their commitment to ingrain VQs into the future of their business strategy. Some of the UK's foremost employers including BAE Systems, Cisco, The De Vere Academy, Mitchells & Butlers, EDF Energy, Whitbread, Graphite Resources and Astra Zeneca backed our campaign, signing a 12 month commitment to encourage and support vocational learning in the local community. Edge would like to thank these forward thinking organisations for their vision, support and commitment and encourage more employers to follow their lead.

I personally want to thank this year's sponsors - City & Guilds and Pearson. I would also like to thank Westminster Kingsway College, London for hosting the national event for England and Babcock International Group and McDonalds for taking part in a lively employer debate on the day. My final thanks go to the colleges, employers and learning providers around the country for making VQ Day 2011 the greatest celebration yet.

We look forward to celebrating VQ Day 2012 and continuing to reward all of those people that have achieved vocational success.

**The Rt Hon Lord Baker of Dorking CH
Chairman of Edge**

HR Magazine.co.uk

www.hr-magazine.co.uk

Home News Features HR TV

Employee benefits Learning & development Employment law

Home > News > Learning and Development

Employers sign up to embed vocational qualifications into their business strategy
DAVID WOODS, 22 June 2011

Some of the UK's largest employers have joined a nationwide campaign to embed vocational qualifications (VQs) and learning into the future of British business.

In recognising the importance of VQs to the future economy, organisations including BAE Systems, Glaxo, The De'Vos Academy, Wetherby a school, B2F Energy and more are signing up to a 12-month commitment to encourage and support vocational learning in the local community.

The coalition comes as HR practitioners joined a debate at Westminster on Wednesday 15 June, London to discuss the future of vocational education and how employers can be inspired to support and encourage vocational learning in the local community.

The discussion was chaired by Lord Baker, chairman of Edge and the parallel work of the Skills Group of the City & Guilds, the CIPFA, vice principal of 1-3 Parkway at Westchester Kingsley College, Abingdon, Oxford, training and operations at Johnson International Group and floor H consultant, education manager at De'Vos. The employer signatories have committed to ensuring that at least one of the following is undertaken in the next 12 months:

- To provide in-house and/or workplace training to new school leavers and/or apprentices
- To offer work placements to 10-15 new school leavers
- To give employees an opportunity to take a local school/college placement and/or work experience, either a workplace or a school placement
- To hold a breakfast meeting with local schools to discuss the needs of the local market

These organisations have signed up to the VQ Day business commitment, as they recognise VQs are not only vital to ensuring young people have the necessary skills to succeed, but also helping them to be more individual with the right skills and training.

Peter Mitchell, senior CEO of Edge, commented "Vocational qualifications have never been more important to the economy, they deliver a well-calibrated workforce and the skills needed to succeed in education and work. Commitment from UK employers is vital for those studying VQs and we welcome those organisations supporting the programme as we work to ensure that in the next 12 months."

VQ Day is led by Edge, the independent education foundation, in conjunction with the vocational qualifications community. Now in its fourth year, it is a national celebration of vocational qualifications for students, teachers and employers and recognises the talented and skilled people in the UK who are awarded VQs.

Media relations is a vital part of spreading the word about VQ Day and making sure as many people as possible get to hear about those who are achieving great vocational successes.

Coverage was generated in a number of ways.

News stories were issued prior to, and on VQ Day to build momentum and awareness. One story focused on how some parents, who have traditionally aspired for their children to go to University, no longer believe it offers value for money.

News creation was supported by a targeted features campaign using VQ learner case studies together with commentary and interviews with high profile spokespeople.

Press work was conducted post VQ Day to promote the findings of the employer roundtable and the signing of the employer commitment. This targeted business and trade publications.

Details of the VQ Learners of the Year and London celebration were also communicated post event.

Media outreach was supported by live updates on Twitter to ensure people across the country were able to engage in the day.

Over 539 articles appeared across media, stakeholder channels and on social networks. In addition, VQ Day was mentioned across stakeholder channels and social networks.

The Sun

MARK DELIVERS A 500k SAVING

DAD-of-three Mark Farrell saved his company £500,000 - and won the Vocational Qualification Learner Of The Year title for his efforts.

Mark, 28, from Manchester, took an NVQ level 3 in logistics with the aim of helping online gadget store Iwantoneofthose.com to streamline its delivery process.

The changes he brought in meant more customers received the right item and on time, as well as saving the firm cash.

Mark, right, was promoted from team leader to manager and was nominated for the national award by his grateful employer.

His received the going of a ceremony held yesterday and told Sunemployment: "I'd definitely recommend studying for a VQ. But it is hard work and you need to put in a lot of effort."

For more information see vqday.org.uk

Daily Express

Daily Express Tuesday June 14 2011 9

University degrees 'not worth the money'

UNIVERSITY degrees are now not worth paying for, a third of middle class parents believe.

Half of those questioned by independent education foundation Edge said degrees no longer offered an advantage in the workplace.

Its survey of more than 500 parents with a household income of between £15,000 and £40,000 showed that most believed a degree is less valuable now than a decade ago.

And almost two out of five admitted they had changed their mind about wanting their children to go on to further education.

Lord Baker, chairman of Edge, said: "For too long, middle-income parents have been blinkered to the alternative education options to university for their child. The vocational

route provides something incredibly valuable to a young person because it equips them with the skills they need to succeed in the workplace."

Figures show the number of candidates trying to get into university this year is set to top 700,000 for the first time in a race to beat the rise in tuition fees to up to £9,000 a year from 2012.

A spokesman for the Department for Business, Innovation and Skills said: "Going to university depends on ability - not the ability to pay."

"New students will not pay upfront costs. A university degree is an excellent investment in your future."

The Independent

By Richard Garner

Parents are even frugal in what they pay for their children's education. A study of more than 500 middle-income parents revealed the majority would not pay for a degree unless it was necessary to send their child to university.

In addition, just under one in three (28 per cent) believed higher education was simply not worth the investment.

These findings were revealed in a survey of more than 500 parents, conducted by the independent education foundation Edge, which campaigns to raise the status of vocational education.

For the research, middle-income families were defined as those earning between £15,000 and £40,000 a year before tax.

The former Conservative education secretary Lord (Gordon) Brown, who is chairman of Edge, predicted the popularity of university would "taper" in the next decade, as it is no longer seen as the only route to success.

Figures show the number of candidates trying to get into university this year is set to top 700,000 for the first time in a race to beat the rise in tuition fees to up to £9,000 a year from 2012.

A spokesman for the Department for Business, Innovation and Skills said: "Going to university depends on ability - not the ability to pay."

"New students will not pay upfront costs. A university degree is an excellent investment in your future."

Daily Mail

CAREER MAIL

Join the vocational revolution

by Linda Whitney

NEW TREND GOT ME INTO FASHION

THE MORE parents are aware of the value of vocational qualifications, the more likely they are to support their children's choice of career. Linda Whitney, author of 'The Vocational Revolution', explains why.

It is time to stop worrying about whether your child will go to university or not. The vocational revolution is here and it is here to stay. The vocational revolution is a movement that is changing the way we think about education and the way we think about careers. It is a movement that is putting vocational qualifications at the heart of the education system. It is a movement that is making vocational qualifications a more attractive option for parents and young people alike.

For the last 10 years, I have been writing about the vocational revolution. I have seen how it has changed the way we think about education and the way we think about careers. I have seen how it has put vocational qualifications at the heart of the education system. I have seen how it has made vocational qualifications a more attractive option for parents and young people alike.

The vocational revolution is a movement that is changing the way we think about education and the way we think about careers. It is a movement that is putting vocational qualifications at the heart of the education system. It is a movement that is making vocational qualifications a more attractive option for parents and young people alike.

Daily Mirror

Mirror Works

CAREER AHEAD WITH YOUR JOBS SECTION Edited by Thina Phillips

Oven pride

FIND YOUR WAY WITH VOCATIONAL COURSES

LEARN AND EARN

GREAT WORKING Mirror

The fact that you're getting paid and learning makes all the difference.

Learn and earn is a great way to gain experience and skills while you are still in school. It allows you to earn money and gain valuable work experience at the same time. This is a great way to prepare yourself for the world of work.

Daily Telegraph

University not worth the money, say middle-class parents

By Simon Patten, Education Editor

Parents are even frugal in what they pay for their children's education. A study of more than 500 middle-income parents revealed the majority would not pay for a degree unless it was necessary to send their child to university.

In addition, just under one in three (28 per cent) believed higher education was simply not worth the investment.

These findings were revealed in a survey of more than 500 parents, conducted by the independent education foundation Edge, which campaigns to raise the status of vocational education.

Times Educational Supplement

A degree isn't the only route to success

Lord Baker

There is nothing wrong with getting a degree. I have seen, as do many working class, the higher education is by no means the only route to success. In fact, we will celebrate the fourth national VQ Day, highlighting the status of people who have achieved vocational success in the last 12 months.

This year's VQ Day comes at a time when parents are increasingly concerned about their children's futures. Until recently, parents took it for granted that university offered not just a site of progress, but a passport to high status, well-paid careers. However, there is now clear signs that the supply of graduates now exceeds demand, particularly in the arts and social sciences. The Association of Accounting Technicians recently reported that about 80 per cent of new graduates in employment are underemployed, doing jobs that don't make good use of their degree.

And that is not the only problem facing young people in the job market. The recession has led to a shortage of jobs, and many young people are struggling to find work. This is a real concern for parents, who are worried about their children's future.

But there is a solution. Vocational qualifications offer a route to success that is often overlooked. They provide the skills and knowledge that employers need, and they are often more practical than a degree. Vocational qualifications also offer a route to success that is often overlooked. They provide the skills and knowledge that employers need, and they are often more practical than a degree.

Lord Baker is a former education secretary and chairman of the independent education foundation Edge. For more information on VQ Day visit www.vqday.org.uk

SecEd

VQ Day

Next week sees the fourth annual VQ Day, a national celebration of vocational qualifications and learning.

Peter Mitchell from vocational education foundation Edge explains

VQ Day provides a wonderful opportunity to celebrate the achievements of young people who have achieved vocational qualifications. It is a day to celebrate the skills and knowledge that these young people have gained, and to show the value of vocational education.

VQ Day is a national celebration of vocational qualifications and learning. It is a day to celebrate the skills and knowledge that these young people have gained, and to show the value of vocational education.



VQ Day 2011 began by bringing together some of the biggest voices in business for an employer roundtable at Westminster Kingsway College. Over 40 employers, educationalists and industry influencers discussed the value of vocational education and explored ways of embedding vocational learning into the future of British businesses.



The lively debate was chaired by Lord Baker, Chairman of Edge and guests heard from City & Guilds, McDonalds, Babcock International Group and Westminster Kingsway College.

Roundtable sessions explored the changing VQ landscape and the increasingly important role employers have to play in helping individuals to develop the skills they need to succeed in the workplace. Key outtakes from the debate include:

- Employers are key to the future of VQs and there needs to be greater partnerships between educators and business
- Work experience needs more structure and should be embedded into the curriculum
- Being able to make informed choices from the age of 14 is key. Schools and employers need to provide the tools and support to make this possible.
- Apprenticeships are not about solving the problem of NEETs but solving the problem of a skills shortage in the economy
- Guidance provided by schools on Apprenticeships and VQs needs further improvement
- It is the responsibility of everyone across industry and education to raise the status of VQs and Apprenticeships.

Attendees were also asked to sign a 12 month commitment to vocational education. Thanks to BAE Systems, Cisco, The De Vere Academy, Mitchells & Butlers, EDF Energy Whitbread, Graphite Resources and Astra Zeneca for leading the campaign and committing to encourage and support vocational learning in the local community.

From the Top:
The debate commences with introductions from our panellists, comprised of representatives from Edge, City & Guilds, McDonalds, Babcock International Group and Westminster Kingsway College.

Employers get ready to debate issues around business commitment to vocational learning

Employers feedback key thoughts following discussions on their tables



“We are trying to engage employers much more actively, not just in the training process but by getting them involved in the education process as well.”
Lord Baker, Chairman, Edge



“A flexible curriculum provides young people with both knowledge and skills so they can learn both history and engineering.”
Nick Bradley, Group-Director, City & Guilds



“We work alongside 40 employers who provide work placements on each level of our courses.”
Kim Caplin, Vice Principal 14-19 Pathways



“We see apprentices as key to our future growth. The way our CEO describes it is that we could employ very expensive bid managers to win work but fundamentally we get judged on how we actually deliver to our clients. Apprentices are key in that.”
Alex Khan, Managing Director, Education and Training, Babcock International Group



“There is a great opportunity for employers out there to offer opportunities to young people that can actually lead to qualifications while they work.”
Sue Husband, Education Manager, McDonalds

Over 200 guests gathered for the VQ Day celebration in London. Attendees were treated to performances from the Blackpool Sixth Form College Barbershop Quartet and Gable Hall School, Essex.

Exhibitor zones came courtesy of Worldskills, AoC Beacon Award Winners Coleg Morgannwg and Skills to Shine.

WorldSkills hosted several 'Have a Go' sessions as part of the build up to WorldSkills London 2011, with attendees able to try their hand at sign painting, flower arranging and stone masonry. Coleg Morgannwg demonstrated costume construction, while Skills to Shine showcased how school children can be inspired in the classroom by embedding vocational elements into the curriculum.



Clockwise from Top:
Coleg Morgannwg
demonstrated costume
construction

WorldSkills showcased
its sign painting, floristry
stonemasonry talents

Blackpool Sixth Form
College Barbershop Quartet
entertained guests

Gable Hall School gave a
show-stopping performance

John Hayes MP turned his
hand to the art of Sign painting
at the WorldSkills zone



VQ Day again secured cross party support, evidencing the rising significance of practical, vocational and technical learning on the political agenda. Across the country, more than 81 ministers were engaged.

Ministers of State joined the celebrations in London, Cardiff and Belfast to advocate role vocational qualifications have to play in today's society.

Nearly 40 MPs signed an Early Day Motion pledging their support to vocational qualifications and 10 MPs attended events throughout the UK.



Above: David Blunkett and Lord Baker with Skills to Shine

Right: Gordon Marsden MP, Shadow Skills Minister



Above: John Hayes, Skills Minister advocating the importance of vocational qualifications

"We need to create a vocational pathway as robust, rigorous, progressive and as seductive as the academic courses. For too long we have assumed the only form of prowess that counts is from academic accomplishments."
John Hayes MP, Conservative Liberal Democrat coalition, Minister of State for Further Education, Skills and Lifelong Learning,

"Vocational qualifications can provide a solid foundation to a rewarding career across the whole range of economic sectors. They provide not only the underpinning knowledge needed for the relevant employment sector but also build practical skills, business skills and help forge business contacts."
Jeff Cuthbert, AM Caerphilly, Labour, Deputy Minister for Skills

"Vocational qualifications have a pivotal role to play in ensuring that Northern Ireland's employers are equipped with the right skills and knowledge to succeed in today's challenging economic environment."
Dr. Stephen Farry MLA, Alliance Party, Minister for Employment and Learning

Celebrating Vocational
Achievement

22 June 2011

www.vqday.org.uk

Sponsored by

City & Guilds

PEARSON

w
College

VQ Day 2011 recognised thirteen outstanding individuals in the VQ Learner of the Year Awards. From hundreds of nominations, winners were chosen in England, Wales, Northern Ireland and Scotland who were recognised for their outstanding achievements.

Our 2011 winners

- National winner for England & regional winner for the North West: Mark Farrell
- National winner for Scotland: Ronson Slater
- National winner for Northern Ireland: Clare Jameson
- Joint national winner for Wales: Luke Thomas
- Joint national winner for Wales: Melissa Jenkins
- Regional winner for the East of England: Craig Bucklow
- Regional winner for the East Midlands: Leanne Cooke
- Regional winner for London: Adam Smith
- Regional winner for the North East: Liam Hackett
- Regional winner for the South East: Dominic King
- Regional winner for the South West: Nick Harbron
- Regional winner for the West Midlands: Chris Hinton
- Regional winner for Yorkshire & Humber: Veronika Pistekova

Every year colleges, employers and learning providers join the celebrations across the country and this year was no exception. Along with the national event for England in London, major events took place in Cardiff and Belfast.

CollegesWales led this year's celebrations at The National Museum of Wales and the Department for Employment and Learning for Northern Ireland hosted a glittering dinner event at the Parliament Buildings, Stormont.



Above: Salford City College's horticulture students helped with ground maintenance at Ordsall Hall

Right: Brooklands College's Outstanding Students Awards

Far Right: Fashion show at Derby College



Over 400 colleges, schools, employers and learning providers celebrated their learners' achievements by marking VQ Day in a number of ways. Events included award ceremonies, open days, skills demonstrations and competitions. Below are some examples.

- Brookland's College in Surrey hosted its Outstanding Students Awards. The awards were presented by Max Clifford
- Horticultural students from Salford City College marked VQ Day by using their green fingers to help clean up the gardens of Ordsall Hall, a Tudor house
- Derby College included VQ Day as part of a longer Celebration Week, which included a catwalk fashion show
- Bricklaying students from West Nottinghamshire College took on a challenge to build a perfect brick wall in under an hour and have their work critiqued by experts
- The Mayor of Rugby presented achievement awards to the students of Warwickshire College and was able to see learners skills in action
- A public exhibition of end-of-year work by Art and Design Diploma students went on display at City and Islington College in North London

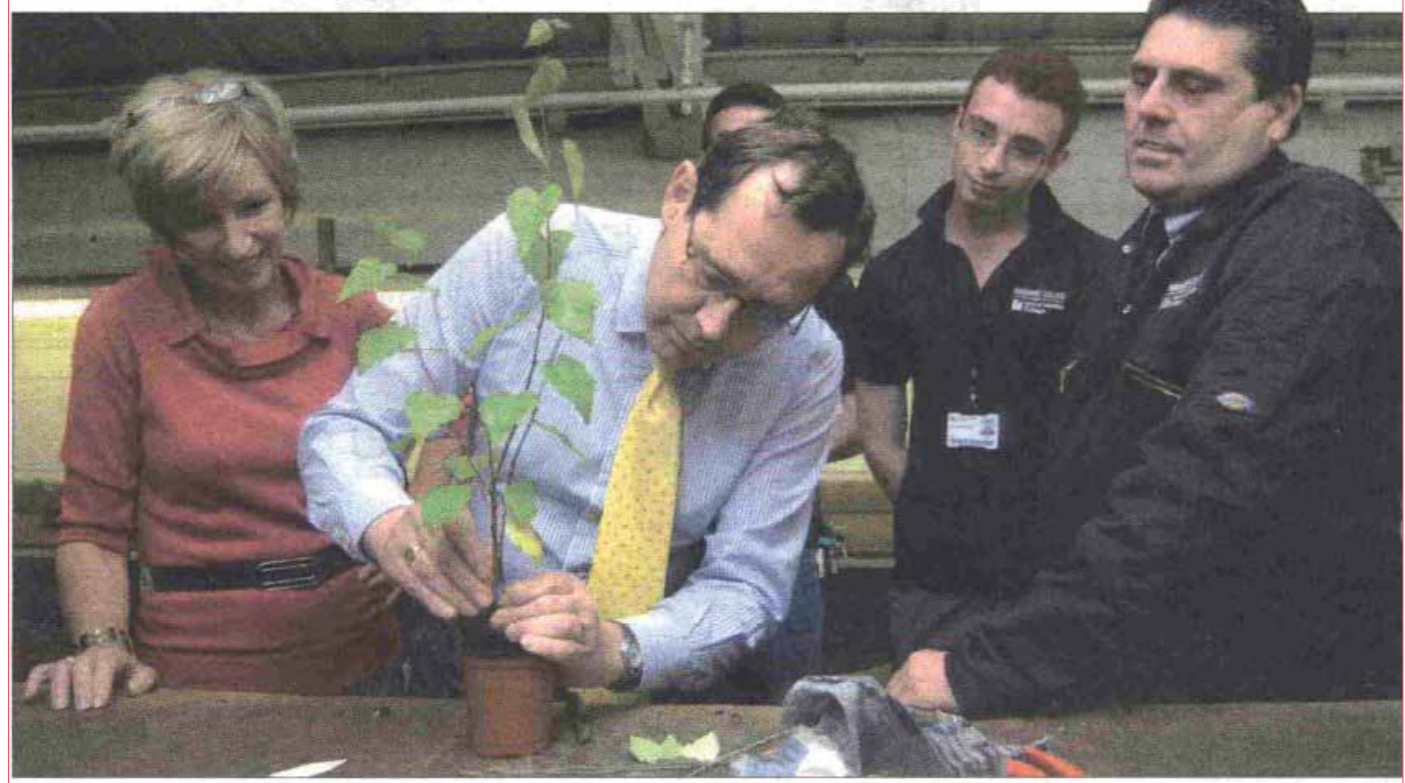
Above left: Employment and Learning Minister, Dr. Stephen Farry with Northern Ireland's Learner of the Year

Top: Jeff Cuthbert, Deputy Minister for Skills with the National VQ Learners of the Year for Wales

Above: Scottish VQ Award winner Ronson Slater with Willie Docherty, Managing Director of City Building and Nicola Sturgeon, Deputy First Minister of Scotland

Evesham Observer

MP praises college on qualifications day



MID WORCESTERSHIRE MP Peter Luff went back to his student days when he made a special visit to Pershore College.

Mr Luff tried his hands at vocational skills with Trish Haines, chief executive of Worcestershire County Council, on Friday (June 17) to celebrate the annual Vocational Qualifications (VQ) Day.

Mr Luff said: "I thoroughly enjoyed

my visit to Pershore College and learned some new skills. The students and tutors are very knowledgeable and the centre is a fantastic resource for land-based training.

"Vocational education is so important to our economy, delivering trained, talented employees that businesses really need. Horticulture is a rewarding career with lots of opportunities to progress.

It is great to see the college developing these skills for the future and I look forward to visiting again soon."

Peter Luff tries his hand at some horticulture along with Trish Haines, Howard and Douglas Mackay and Tony Davies, head of horticulture, at Pershore College. 2511009NHR

Your Maidstone

Practical skills in the spotlight for VQ Day



By Steve Knight
steve.knight@yourmaidstone.co.uk

VOCATIONAL learning will be celebrated in Kent next month with the arrival of the fourth annual VQ Day.

Organised by the independent education foundation Edge, the national event aims to raise the status of practical learning and celebrate the achievements of those who study vocational subjects such as hairdressing, catering and construction.

Schools, colleges and other providers across the county are expected to take part in VQ Day on June 22.

Edge chief executive Peter Mitchell said: "It is before every young person should be given the opportunity to succeed with access to practical and vocational learning as well as academic study, and those who choose to do so should have their achievements celebrated.

"With the Government showing increasing support for vocational pathways, the skills training in our sector.

"Vocational qualifications have never been more important to the economy and the individuals they deliver the trained, talented employees businesses are crying out for and ensure young people have the skills needed to succeed in work and life."

Last March a Government-sponsored review of vocational training by education expert Professor Adam Wolf recognised that a widening range of "vocational excellence" that ensures young people can access the specialist programmes they want.

There are currently stand-alone vocational centres in Dover and Thanet, with two in Swale and one due to open in Maidstone.

What is your business doing to help young people work better? Do you offer apprenticeships or provide training for and then support them to find their own? Have a great future story to tell? Email: info@vqday.co.uk or phone 01753 817136.

Visit www.vqday.org.uk for more details including information on how to get involved.

Express & Star

Learner of the Year plaudit for Hams Hall apprentice Chris



A BMW technician from the Black Country has been named VQ Learner of the Year 2011 for the West Midlands.

Chris Hinton, from Walsall, who works at the BMW engine manufacturing plant at Hams Hall was selected by a panel of education experts as a stand out winner, representing the very best of the country's vocational talent.

The 22-year-old completed an apprenticeship at Birmingham Metropolitan College and is now studying an Electrical Engineering Systems Degree with Aston University. He is also a member of the Education and Skills Panel for Engineering UK where he has a proactive role advising and informing the panel of ways to widen engineering industry opportunities among young people.

The VQ Learner of the Year Awards were part of VQ Day, a national celebration of the people who gain vocational qualifications. VQ Day aims to raise awareness about the benefits of vocational qualifications and training and recognises the role that vocational learning plays in society and in the UK economy.

Chris said: "As a former apprentice and vocational learner who carried on training, I was delighted to be named VQ regional winner.

"I am delighted to be able to reward Chris for his outstanding achievements on his course. There are many paths to success and we hope that by recognising those who have used their vocational training to achieve their goals, more people will become open to the very real benefits of vocational study."

Peter Mitchell, interim CEO at independent education foundation Edge and a member of the judging panel, added: "We are delighted to be able to reward Chris for his outstanding achievements on his course. There are many paths to success and we hope that by recognising those who have used their vocational training to achieve their goals, more people will become open to the very real benefits of vocational study."

Nottingham Post

Tom builds on his skills

A BRICKLAYING student is celebrating after winning a skills challenge held to mark national VQ Day.

Tom Hallam, 18, from Annesley, beat six other students on West Notts College's NVQ bricklaying courses in the competition to build a brick wall, complete with decorative panel in a snowflake effect, in less than an hour.

The competition was held to mark national VQ Day, which aims to raise the profile of vocational qualifications.

Tom was presented with a certificate and a £25 gift voucher after winning the challenge at the college's Construction and Logistics Skills Academy in Kirkby-in-Ashfield.

After leaving college, Tom plans to work for his father's Hucknall-based company, Midland Trade Windows.



Building blocks: From left, Jamie Hayes, Steven Wright, Rhys Bevan, Luke Draycott, Jack Sullivan and winner Tom Hallam.

Wales Daily Post

Success stories at VQ Day will inspire others

Minister heralds event at college

By MARTIN WILLIAMS
Business Correspondent

A CHOICE of vocational qualifications Day is being held in Evesham.

Wales Government Deputy Minister for Skills and Careers told Business Post how vocational qualifications have never been more important to the South Wales economy.

"They help to define the trained, talented employees that Welsh businesses need to drive," he said.

"I am delighted to see vocational qualifications being recognised alongside academic qualifications for their value to the individual and society."

Mr Williams added: "I hope everyone that attends the day will be inspired by the success of others and by the diverse variety of vocational qualifications on offer."

The Student for this year's VQ Learner of the Year award is announced to those and I am looking forward to meeting them.

Across the UK, VQ Day celebrates



Above: York College awards ceremony

Left: Carshalton College demonstrated their hair and beauty talents



Top: Grimsby Institute rewards it achievers

Above: Brick wall contest at West Nottinghamshire College

Right: Hairdressing student rewarded by Grimsby College

The VQ Day website, www.vqday.org.uk, was at the heart of the campaign supported with activity on Facebook and through Twitter.

Posters and leaflets to promote VQ Day were made available for free download and to encourage people to get involved. More than 245 colleges, learning providers, schools and employers ordered posters and leaflets, leading to more than 13,000 posters and leaflets being displayed around the country.



Above: Invite
Educationalists, employers, MPs and colleges from across the country were invited to join in the day's celebrations

Above Right: VQ Day website
Information about VQ Day was held on the VQ Day website, where colleges could download materials and hear all the latest news

Right: Leaflet
Colleges and educational institutions helped to promote VQ Day across the UK with leaflets

Far Right: Twitter
The twitter feed kept everyone in the loop with live updates on the day

Bottom Right: Facebook
Pictures from across the UK were uploaded to the Facebook page



VQ Day celebrated vocational achievement and will continue to do so in the future.

Over 427 colleges, employers and learning providers were involved in 2011, up from 300 last year, generating over 120 pieces of coverage.

- 40 different employers attended the morning London event
- Events held in London, Cardiff and Belfast
- Over 539 pieces of coverage secured, exceeding targets by 9 per cent
 - 36 national print/online including Daily Telegraph, Guardian and Daily Mirror
 - 2 national broadcast: Sky News Radio and 5Live
 - 300 online including MSN, FE News and People Management
 - 46 pieces of regional print coverage were secured in publications such as the Nottingham Post and the Shields Gazette
 - 129 pieces of stakeholder coverage
 - 231 tweets

This coverage generated:

- 214,107,640 opportunities to see coverage of VQ Day
- 86 per cent of coverage mentioned VQ Day
- 88 per cent of coverage explained why VQ Day or vocational qualifications are important
- 52 per cent of coverage contained an Edge quote

Edge is an independent education foundation. It is dedicated to raising the status of practical, technical and vocational learning, so that all young people have the opportunity to achieve their potential, and the UK's future workforce is equipped with the skills to be successful in the modern economy. Edge believes that 'learning by doing' is as important as academic learning, and that there are many paths to success.

For more information visit www.edge.co.uk or to find out more about VQ Day, visit www.vqday.org.uk or email vqday@bbpr.com. You can also find us on Twitter – @vqday or join our Facebook group.