VQA Endorsed Learning



Endorsed Course Provision

Advertising Requirements

Version 2 - January 2026

Version history

The following table provides a summary of the changes that have been made to the document since the publication of the previous version.

Version number	Summary of changes
Version 1	New document
Version 2	Removal of RLC

Why must we follow advertising requirements?

As an Ofqual-regulated awarding body, VQA and its centres are subject to the Conditions of Recognition. For the most part, the Conditions relate to regulated qualifications but two refer to unregulated qualifications:

> ***"Statements regarding qualifications which are not regulated qualifications***
>
> *"B5.1 An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) make any statement that would be likely to lead Users of qualifications to believe that a qualification it makes available is a regulated qualification when it is not a regulated qualification.*
>
> ***"Advertising and promotion of qualifications***
>
> *"B5.2 An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) advertise or promote its qualifications in a manner that is likely to be misleading to Users of qualifications."*

These conditions prevent learners from being misled into thinking an Endorsed Course is a nationally recognised regulated qualification.

How must a VQA endorsed course be advertised?

The following requirements are mandatory and must be followed by all centres for every type of endorsed course that VQA offers. The purpose of these requirements is to ensure clarity for learners around the nature of these courses.

- No advertisement of the course as part of VQA's endorsed provision must take place until the approval process has been completed. This includes any reference to VQA or use of our logos.
- Full titles agreed as part of the approved application must be used.
- "VQA" **must not** feature in the advertised title of the qualification. All references to VQA must only be in relation to our endorsement of the course.
- No marketing should mislead a learner into believing that they will be gaining a regulated qualification.
    - All marketing **must** clearly feature the phrase 'endorsed course' and outline which type of endorsed course it is.
    - All marketing **must** feature an explanation of what an endorsed course is.
    - All marketing **must not** refer to the course as 'regulated' or 'nationally recognised.'
- All marketing **must not** compare an endorsed course to any regulated qualification or imply in any way that they are equivalent.
    - All marketing **must not** state or imply that an endorsed course meets industry standards for employment.
- Upon removal of approval, all advertisement of the course referencing VQA must halt immediately.
- Fees **must** be transparent and available to learners ahead of commitment to the course.

Suggestions for wording

To help you with abiding by our requirements, we have prepared the following statements that centres may use to advertise the qualification. The wording of these statements is not mandatory, but any statements a centre writes themselves must still follow the above requirements.

Topic	Suggested wording
Defining an endorsed course	An endorsed course is a skills and/or knowledge-based programme developed by [your centre's name] and given formal recognition by the awarding body, Training Qualifications UK. Endorsed courses are not regulated qualifications and are not recognised by Ofqual.
The endorsement process	Our endorsed course has been developed to meet the needs of learners. The content has been reviewed by VQA to ensure quality and accuracy. All intellectual property rights are retained by [your centre's name]. VQA disclaims any legal

responsibility or liability for any errors, omissions, or outcomes related to this course.

What happens if we don't follow these requirements?

The above requirements are stipulations on our endorsed application forms. By signing and sending the form to us, you are agreeing to abide by them.

Promotional materials and advertising on your website will be monitored and reviewed annually by our Qualifications Team. Any deviation from these requirements will lead to a pause and review of our endorsement which may delay the issue of certificates and possibly lead to the removal of approval altogether.

What branding should we use?

Centres must use the VQA logo alongside one of the relevant VQA endorsed logos (Certified Learning Course, or Personal Development Learning Course) as part of their marketing. Both the logos must be used. These logos must only be used after the endorsed course has been approved. If approval is removed, then these logos should be removed from all marketing material, along with any references to VQA and its endorsement.

All relevant logos will be sent to the centre on request.

How does this apply to third party websites and sub-contracted centres?

VQA must be made aware of any marketing or website that is advertising an endorsed course. This includes third party websites, social media and any marketing of sub-contracted centres and satellite sites.

It is the responsibility of the centre to ensure that VQA is aware of any subcontractors or satellite sites which may be marketing and delivering an endorsed course, ideally at the time of application. Failure to do this may result in the removal of approval.

The marketing must abide by the requirements as outlined in the Requirements section. Alongside this, all marketing must include a link or reference to the registered centre who applied for and received endorsement.

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Company number 07827508.
Registered address: Crossgate House, Cross Street, Sale, England, M33 7FT.