

Matthew Day
Business Manager for Art and Design Pearson
One90 High Holborn London
WC1V 7BH

Letter of support for the Pearson *BTEC level 2 Technical Diploma in Design Production*

28 November 2016

Dear Matthew

The Creative Industries Federation is a membership organization spanning the arts and creative industries, including cultural education. We work across a number of policy areas and creative and cultural education has been at the core of our research since our inception.

We wholeheartedly believe that an education that excludes creativity is detrimental from both an educational and an industrial perspective. The creative industries are Britain's fastest growing sector, with the creative economy employing 1 in every 11 working people. However, the sector has long standing skills shortages, stemming from inadequate training and provision at schools in this country compounded by the ever-greater need for talent in a sector that is growing.

Our most recent piece of work on this topic, Social Mobility and the Skills Gap, was published in October 2016. In this research, we pinpointed the key role of creative education in plugging these skills shortages which lead to a loss of talent in the creative industries, such as design. We warned that the Government's ambitions for the young people of Britain cannot be achieved without a radical shift in policy on school education and training.

It is for these reasons that we, as a professional body in the sector, trust the following qualification as being fit for purpose for students wishing to continue their studies:

Pearson *BTEC level 2 Technical Diploma in Design Production*

We believe that this qualification will provide learners with specialist knowledge and give them the opportunities to develop the skills and behaviours that employers in the design industry require.

The qualification facilitates the learner in demonstrating relevant skills, behaviours and knowledge of design that supports progress to employment in a range of job roles and apprenticeships within the occupational group **Design Occupations**, such as:

- Junior Graphic Designer
- Junior Product Designer

The qualification also benefits the individual, should they chose to progress into further training via a level 3 qualification, and is a good preparation for either progression route.

I am happy for Pearson to use this letter as a guide for its work with government and its agencies to ensure that this qualification can continue to be recognised as beneficial in the context of college performance tables and 19+ funding.

Yours sincerely,



Eliza Easton, Policy and Research Manager, Creative Industries Federation