

Danielle Clarke
Business Manager Land-based
Pearson
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23 August 2017

Dear Danielle

Letter of support for the Pearson BTEC Level 2 Technical Diploma in Floristry

The British Florist Association represents and protects the interests of all types of Floristry businesses and Freelance Florists within the UK and one of the most important areas of its role as a Trade Association is Training and Education.

As a professional body in the sector which operates across the UK including Wales, we recognise the following qualifications as being fit for purpose:

- BTEC Level 2 Technical Diploma in Floristry

The qualification will support learners to progress to employment or within employment in a range of job roles across the industry, for example a junior florist.

For such roles, we believe that these qualifications provide an appropriate level of knowledge and skills, meeting the needs of the business and the individual, ensuring employees are appropriately skilled for the job and able to deliver to the standard that the sector expects.

The qualification will also support the individual, should they chose to progress in to further training.

The qualification will also support the individuals aged 16 and over in Wales, should they chose to progress into further training, via a level 3 qualification or an apprenticeship, and is a good preparation for either progression route.

We are happy for Pearson to use this letter in support of its work with government and its agencies, to ensure that this invaluable qualification can continue to be recognised for college performance tables and 19+ funding.

Yours sincerely

Sandie Griffith

Sandie Griffith
Chairman – Training and Education.