



Danielle Clarke
Business Manager Land-based
Pearson
One90 High Holborn
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Dear Danielle

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

We run a full floristry business online from our farm in Herefordshire and now employ seven people and turnover over £1.1k total and £500k from flowers alone. We struggle to get the skills we need and have taken on an apprentice and had to offer customer care instead of floristry due to the lack of diploma available.

As an employer in the sector, 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.

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

Heather Gorringe
Managing Director
The Great British Florist at Wiggly Wiggles www.greatbritishflorist.co.uk