

James Emmett  
Head of Stakeholder Engagement (Employers)  
Pearson  
Regulatory Stakeholder Relations  
Quality, Standards and Research Division  
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10 September 2014

Dear James

**Letter of support for the Pearson Creative Media Production/Art & Design BTECs**

As an employer in the sector, we recognise the following qualifications as being fit for purpose:

601/0167/2 Pearson BTEC Level 1/Level 2 First Extended Certificate in Creative Digital Media Production  
601/0166/0 Pearson BTEC Level 1/Level 2 First Diploma in Creative Digital Media Production  
600/6822/X Pearson BTEC Level 1/Level 2 First Extended Certificate in Art and Design  
601/0172/6 Pearson BTEC Level 1/Level 2 First Diploma in Art and Design


The qualifications when achieved at level 2 will support learners to progress to employment or within employment in a wide range of job roles across the industry, for example at Doner they could join us as an assistant in our Traffic & Production department.

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 choose 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



**David Amstel**  
Group Account Director