

James Emmett
Head of Stakeholder Engagement (Employers)
Pearson
Regulatory Stakeholder Relations
Quality, Standards and Research Division
One90 High Holborn
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29 September 2014

Dear James

Letter of support for the Pearson BTEC Level 2 in Creative Digital Media Production

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

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 and will help students seeking to work in areas such as digital design, animation and video production.

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,

A handwritten signature in black ink that reads "Edward Bertram". The signature is stylized with a large, bold 'E' and a cursive 'Bertram'.

*Edward Bertram
Digital Strategist*

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