



The **IRONBRIDGE GORGE MUSEUM TRUST Limited** Coalbrookdale Telford Shropshire TF8 7DQ

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30 September 2014

James Emmett
Head of Stakeholder Engagement (Employers)
Pearson
Regulatory Stakeholder Relations
Quality, Standards and Research Division
One90 High Holborn
London
WC1V 7BH

Dear James

Letter of support for the Pearson BTEC Level 1/Level 2 First Extended Certificate and Diploma 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. For example here at Ironbridge these qualifications would support working in our learning team as an Education Officer delivering hands-on activities to schools and visitors, with our marketing team as Marketing Officer dealing with press and P.R., taking photographs and video clips about the museums and visitor interaction as well as liaising with film and T.V. companies who use the sites from time to time and also roles within our Fab Lab as a Fab Lab Assistant using digital media and technology to design and produce bespoke objects with schools, visitors and businesses.

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

Anna Brennand
Chief Executive

Patron: HRH The Prince of Wales KG KT GCB OM

President: Mr. M J Lowe CBE DL Chairman: Mr. N B Williams Chief Executive: Miss. A E Brennand

The Ironbridge Gorge Museum Trust is a limited company registered in England under the Companies Act 2006 Reg No. 918560 and the Charities Act 2011 Ref No. 503717-R
Ten museums in the beautiful Ironbridge Gorge, one of the United Kingdom's first World Heritage Sites



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