



British Florist Association Ltd

PO Box 674
Wigan
WN1 9LL

Tel: 0844 800 7299
Email: info@britishfloristassociation.org

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

04 September 2014

Dear James

Letter of support for the Pearson BTEC Level 1/Level 2 Floristry

As the leading professional body in the sector, we recognise the following qualifications as being fit for purpose:

501/0313/1 - Pearson BTEC Level 2 Extended Certificate in Floristry (QCF)

501/0339/8 - Pearson BTEC Level 2 Diploma in Floristry (QCF)

The qualifications when achieved at level 2 will support learners to progress to employment or within employment in a range of job roles across the industry, for example as a Junior Florist or 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

A handwritten signature in black ink that reads 'Sandra Griffith'. The signature is written in a cursive style.

Sandra Griffith
Vice Chairman, British Florist Association Ltd.

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PO Box 674, Wigan, WN1 9LL
Registered Office: Brook House, Moss Grove, Kingswinford DY6 9HS
www.britishfloristassociation.org – www.bfaflorist.org