

Joel Cable
Pearson UK
80 Strand
London
WC2R 0RL

Dear Mr Cable,

RE: Support for the following qualifications in Art, Design and Media

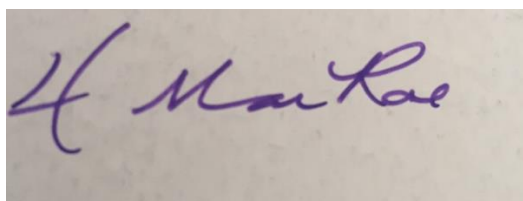
As one of the leading providers of creative education in communications, advertising and tech sector, we recognise the following qualifications as being fit for purpose:

Pearson BTEC Level 3 Foundation Diploma in Art, Design and Media Practice
Pearson BTEC Level 4 Foundation Diploma in Art, Design and Media Practice

These qualifications will support learners to progress to current and relevant higher education programmes which will prepare them for entry into employment in a range of job roles across the creative industries. Within these roles, we believe that these qualifications provide an appropriate level of knowledge and skills to meeting the needs of businesses within creative industries.

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 be offered to centres and will receive the appropriate funding for learners to use it.

Your sincerely,



Heather MacRae
Managing Director