



BIMA c/o Razorfish
Elsley Court
20-22 Great Titchfield St
London
W1W 8BE
www.bima.co.uk

Matthew Day
Business Manager Creative Media
BTEC
One90 High Holborn
London
WC1V 7BH

4 September 2015

Dear James,

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

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

BTEC Level 3 National Diploma in Digital Publishing
BTEC Level 3 National Diploma in Digital Games Design and Development

The qualification provides clear educational progression relevant to becoming a Designer or Developer within a digital agency or games company.

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 into 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

Bridget Beale
Managing Director, British Interactive Media Association



BIMA c/o Razorfish
Elsley Court
20-22 Great Titchfield St
London
W1W 8BE
www.bima.co.uk

Matthew Day
Business Manager Creative Media
BTEC
One90 High Holborn
London
WC1V 7BH

4 September 2015

Dear James,

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

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

BTEC Level 3 National Diploma in Digital Publishing
BTEC Level 3 National Diploma in Digital Games Design and Development

The qualification provides clear educational progression relevant to becoming a Designer or Developer within a digital agency or games company.

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 into 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

Bridget Beale
Managing Director, British Interactive Media Association