



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

Wednesday 12th August 2015

Dear Matthew,

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

As an employer in the sector, we recognise the following qualifications as being fit for purpose:

BTEC Level 3 National Extended Certificate in Creative Digital Media Production
BTEC Level 3 National Foundation Diploma in Creative Digital Media Production
BTEC Level 3 National Extended Diploma in Creative Digital Media Production
BTEC Level 3 National Diploma in Digital Publishing

The qualifications will support learners to progress to employment or within employment in a range of job roles across the industry, for example in Publishing, Web Development, Content and Design.

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,

Danielle Tracey
Skills Academy Business Partner