

Mark Anderson
Managing Director
Pearson UK
One90 High Holborn
London
WC1V 7BH

16 July 2015

Letter of support for the Pearson *BTEC Computing and BTEC Creative Digital Media Production*

Dear Mr Anderson

As a company that specialise in 2D & 3D visualisations and mapping we recognise the following qualifications as being fit for purpose to support learners to progress to employment. 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 and able to deliver to the standard the sector expects. The qualifications will also support learners to progress to university to programmes leading to professional roles.

We welcome the inclusion of external assessment and a large mandatory core of knowledge as suitable preparation for work.

For creative careers in our industry, the following suite of qualifications has an appropriate mandatory core and range of optional units:

Pearson BTEC Level 3 National Diploma in Computing for Creative Industries
Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production
Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production
Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production
Pearson BTEC Level 3 National Diploma in Digital Publishing
Pearson BTEC Level 3 National Diploma in Digital Games Design and Development

In the past, we have recruited contractors who hold BTEC qualifications similar to those listed above.

Based on our knowledge of the industry, we are confident that employers will continue to recruit professionals with BTEC qualifications in these areas based on the content included.

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 and we are happy for this letter to be made public on the Pearson websites to confirm our support for the qualifications.

Yours sincerely

A handwritten signature in cursive script that reads "G J Baily".

Gavin Baily

Director