



Alton Towers Resort, Alton, Staffordshire ST10 4DB

Tel 00 44 (0) 1538 703 344

Fax 00 44 (0) 1538 704 097

www.altontowers.com

13 March 2018

Peter Canning
Director
OCR (Oxford Cambridge and RSA Examinations)
Skills and Employment
Westwood Way
Coventry
CV4 8JQ

Dear Peter

I am delighted to have been given the opportunity to support the qualifications listed below:

- OCR Level 2 Cambridge Technical Certificate in Digital Media
- OCR Level 2 Cambridge Technical Diploma in Digital Media
 - Digital content for media products pathway
 - Moving image and audio content for media products pathway

As an employer that employs staff in a wide range of occupations from digital media and consulting right across to project management, I can confirm that you have consulted with me during the development of these qualifications and that you have taken my views on board in the design of the qualifications and the units making up the pathways listed above.

I believe that these qualifications cover the required skills, understanding and knowledge expected of a 17/18 year old entering employment with us or entering the workplace in this sector and that the skills and knowledge the students will develop when taking these qualifications will act as a basis for progression into employment in this sector. As such I believe that these qualifications would give a student an advantage when applying for related jobs or Apprenticeships in the Digital Media industry.

I confirm that a student completing these qualifications would develop specialist knowledge and skills at a level expected for a 17/18 year old starting work in the Digital Media industry and that this would stand them in good stead when applying for relevant jobs in each pathway.

Yours sincerely,

Jonny Harper
School Brands Manager
Alton Towers Resort