



27th November 2017

The Blackpool Tower
The Promenade
Blackpool
FY1 4BJ

Dear Peter

I am delighted to have been invited to make a contribution to the development of the qualifications listed below, since the skills required in each of these sectors are vital to the smooth operation of our business:

- Level 2 Cambridge Technical Award in Business Practices
- Level 2 Cambridge Technical Certificate in Business Practices
- Level 2 Cambridge Technical Diploma in Retail
- Level 2 Cambridge Technical Diploma in Business Administration
- Level 2 Cambridge Technical Diploma in Customer Service

The practical nature of these qualifications, would facilitate the development of the behaviours that we would look for when recruiting, and whilst they would not on their own provide any guarantee of employment, they would certainly put any individuals who have completed them in a strong position when applying for relevant jobs within these sectors.

Our organisation places great value on customer service, as reflected by our ongoing investment in staff development through World Host training. I am therefore pleased to confirm that the Customer Service qualification named above would provide the opportunities to develop the skills that we look for in people who will come into contact with our customers, and would therefore provide a good entry point for someone looking for a career in this area.

Similarly, I am confident that the units that make up the retail qualification named above would facilitate the development of relevant practical skills that we seek when recruiting staff to work within our retail areas, and would provide a good foundation for further development.

Finally, it would be an expectation of those staff working within administration posts to possess the skills and knowledge that the Business Administration qualification named above would provide, and would enable further career progression within this area.

Yours sincerely,

Jamie Truelove
Education Manager
Blackpool Cluster

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