



BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE. LVO.

EAST WING, STOCKELD PARK, WETHERBY, WEST YORKSHIRE. LS22 4AW
TEL: 01937 587062 FAX: 01937 582728 EMAIL: info@beta-uk.org WEBSITE: www.beta-uk.org

Susie Brenan
Portfolio Manager
1 Giltspur St
London
EC1A 9DD

14 August 2015

Dear Susie

The British Equestrian Trade Association (BETA) was formed in 1979 and has grown to be recognised and accepted as the official representative body for the equestrian manufacturing, wholesale and retail trade by Government and leading riding organisations. We currently have over 800 member companies covering a wide range of businesses including not only retailer, wholesalers and manufacturers but also agents, dealers and many service based businesses. All our members are involved in some way with equestrianism.

We would like to support the following qualification:

City & Guilds Level 3 Advanced Technical Extended Diploma in Equine Management (1080)

BETA has had the opportunity to read and feedback on the qualification content and structure.

We believe that the skills and knowledge contained within the qualification would give a young person an advantage when seeking employment as a:

- Retail saddlery management trainee
- Apprentice saddler or saddle fitter
- Country store management trainee
- Event manager
- Administrator or junior management trainee in a range of equestrian related businesses

This qualification contains a wider range of skills and knowledge relevant to supporting roles such as those above. We feel that the important skills and knowledge include:

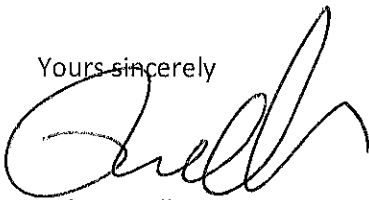
- Fundamentals of horse handling and husbandry
- Horse health
- Horse nutrition and feeding
- Tack and equipment
- A period of work experience within a retail business

- Business management, business resource requirements, the business marketplace and record keeping systems
- Customer needs and customer service skills
- Retail management – stock control, ordering and pricing
- Business improvement – competitive advantage, business ideas and business planning
- Starting a small business
- Managing and planning events

This qualification allows the learner to be exposed to a broader range of business skills.

BETA confirms that we consent to this letter being available on the City & Guilds website.

Yours sincerely

A handwritten signature in black ink, appearing to read 'J Claire Williams', written in a cursive style.

J Claire Williams
Executive Director