

Yellow Box Marketing
Fusion Hive
North Shore Road
Stockton on Tees
TS18 2NB

17th August 2021

Adrian Joseph
NCFE
Q6
Quorum Business Park
Benton Lane
Newcastle upon Tyne
NE12 8BT

Dear Adrian

NCFE Level 3 Certificate in Web Design (603/7370/2)

I confirm that we recognise and support the above qualification.

We are an agency based in the North East and have built over 850 websites for clients across the UK since we started in 2011. We predominantly work with SME's to help grow their businesses through building websites that help convert visitors into leads and digital marketing activities to drive traffic to those websites.

At the end of 2020 one of our developers left to join another local agency leaving us with a role that needed to be filled quickly, we tried various avenues for recruiting such as job boards, speaking to recruitment agencies and apprenticeships but could not find anyone who was the right fit or who had the qualification and experience to be able to join our small team and quickly learn how we work. Luckily we filled the role with an experienced developer who had recently left an agency and was doing freelance work but wanted to work as part of the right agency.

Apprenticeships, A Level and NCFE Level 3 qualifications are usually taken by students who once finished are around 18 years of age and are then looking whether to move into industry or continue their studies. At the moment within the Teesside area we have a lot of digital companies that have roles that could be offered and filled to those students if they had qualification mentioned.

We are living in a digital world and in the past 10 years since starting the business the reliance on technology has never been more so than it is today with mobile phones being able to undertake pretty much any task that a laptop could.

There is no doubt their will be continued growth within this sector as proved by the rise of ecommerce businesses which the student

This qualification is valuable for learners who are working or would like to work in a web design team or as a freelance web designer and want to increase their knowledge, skills and understanding or seek an opportunity for relevant employment.

The NCFE Level 3 Certificate in Web Design (603/7370/2) could lead to these jobs in our company:

- Web Designer
- Frontend developer

Within the job market there is a huge demand to fill these roles in and around the Teesside areas and I believe the qualification would provide the foundation of knowledge needed to start a career in the mentioned roles.

This qualification is suitable for anyone aged 16 and upwards.

By signing below I provide my consent for the contents of this letter to be published electronically on NCFE Group websites for the purposes of demonstrating endorsement and understand that quotes could be used in marketing material. I also acknowledge that the contents of this letter may be kept on record by NCFE Group where required for audit, legal or regulatory purposes.

Yours sincerely

Bradley Johnson
Managing Director
Yellow Box Marketing Ltd