



BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE. LVO.

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Susie Brenan
Portfolio Manager
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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 (720)

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:

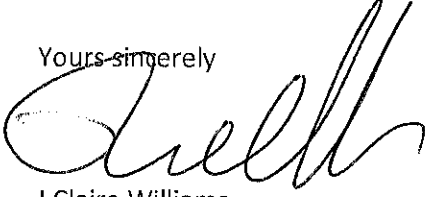
- Retail saddlery assistant
- Apprentice saddler
- Apprentice saddle fitter
- Country store retail assistant

Important skills and knowledge for these jobs that are included in the qualification are:

- Fundamental horse handling and husbandry
- 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

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