

## Statement of Purpose

### 500/8265/6 – Pearson BTEC Level 3 Extended Diploma in Animal Management (QCF)

The animal management sector is rapidly developing from a low-grade, largely manual sector into a service industry meeting the broad demands of the animal owning/interested public. Animal care is worth £1 billion to the UK and the associated pet food market was valued at just under £2 billion in 2008. This sector has 13,000 businesses, 78,000 employees and lots of volunteers. These businesses are mostly SMEs with 86% of these businesses employing five people or less. There is a wide range of businesses within the sector, such as:

- animal welfare
- pet retailers
- dog groomers
- kennels and catteries
- manufacturers
- wholesalers
- pet advisors
- zoo/wildlife park workers
- animal behaviour specialists
- animal charity worker.

The Pearson BTEC Level 3 Extended Diploma (1080 GLH) in Animal Management is part of a larger suite of Animal Management qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the Land-based sector at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

**Within this suite, the Pearson BTEC Level 3 Extended Diploma in Animal Management (1080 GLH) is primarily a Technical Level qualification, equivalent in size to three A levels**, which has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge, including animal health, biology, physiology, feeding and handling, and allowing them the maximum opportunity to study in more depth a full range of option areas of their choice, such as:

- animal nutrition
- nursing
- estate skills
- animal training
- livestock husbandry and management.

It is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the Land-based sector, LANTRA. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Extended Diploma in Animal Management. This means it is a highly respected route for

those who wish to move into employment in the sector, either directly or following further study. A significant proportion of recruitment in this sector is at graduate level.

The Pearson BTEC Level 3 Extended Diploma in Animal Management also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Extended Diploma in Animal Management fulfils their entry requirements, either on its own or when achieved alongside other qualifications.