

## Statement of Purpose

### 500/8311/9 – Pearson BTEC Level 3 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 Diploma (720 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 Diploma (720 GLH) is primarily a Technical Level qualification, equivalent in size to two A levels**, which has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including animal health, biology, physiology, feeding and handling, and providing extensive opportunity to study in more depth a range of option areas of their choice, such as:

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

The Diploma allows time in the curriculum to study other qualifications alongside it, for example GCE Biology, GCE Chemistry or GCE Applied Business or Level 2 Certificate in the Safe use of Veterinary Medicines. Its size makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector LANTRA. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 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 Diploma in Animal Management also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond when taken alongside other qualifications appropriate for the desired course of study. 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 Diploma in Animal Management fulfils their entry requirements when achieved alongside other qualifications.