

Statement of Purpose

500/8380/6 – Pearson BTEC Level 3 Certificate 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 Certificate (180 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 Certificate in Animal Management (180 GLH) is a vocational qualification, equivalent in size to an AS level, which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary knowledge in the sector. The units cover specialist content, such as animal health, biology, feeding and handling, that is regarded as most important by employers. It also offers some opportunity for learners to focus their study on the aspects that will be of greatest value to them through a limited choice from the full range of options. It is therefore particularly appropriate for those with an interest in progressing to a career in an Animal Management-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as GCE Biology, GCE Chemistry or GCE Applied Business. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, LANTRA. The Pearson BTEC Level 3 Certificate in Animal Management supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

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