

Statement of Purpose

501/0310/6 – Pearson BTEC Level 3 Subsidiary Diploma in Floristry (QCF)

The floristry industry consists of 8,400 businesses that contribute £1.5 million to the UK economy. The industry is largely made up of small businesses, but many of these are linked together by organisations such as Interflora, Teleflorist or Flowergram. Floristry is about designing, creating, retailing and delivering imaginative floral displays, but key employers within the industry are also concerned with the wholesale buying of flowers, sundries and associated products.

The Pearson BTEC Level 3 Subsidiary Diploma (360 GLH) in Floristry is part of a larger suite of Floristry qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the floristry 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.

The Pearson BTEC Level 3 Subsidiary Diploma in Floristry (360 GLH) is primarily a Technical Level qualification, equivalent in size to an A level, which has been designed to occupy one third of the curriculum within a broader programme of study, which could include other vocational or academic qualifications. Its main purpose is to allow learners to develop the core specialist knowledge, understanding and skills – including floristry design, flowering/foilage plant structures, and conditioning and preparing fresh floral materials – required by the sector. It provides a basis for progression into a broad range of roles within the sector when supported by relevant qualifications at level 2, such as GCSE English and mathematics, and/or at level 3, such as GCE Biology or GCE Applied Business. Learners have some opportunity to study in more depth a range of option areas of their choice, including:

- floral design techniques
- floristry marketing strategies
- plant and soil science.

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 have also confirmed their support for this Pearson BTEC Level 3 Subsidiary Diploma in Floristry. 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 Subsidiary Diploma in Floristry also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector, 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 Subsidiary Diploma in Floristry fulfils their entry requirements when achieved alongside other qualifications.