

## Statement of Purpose

### 501/0344/1 – Pearson BTEC Level 3 Certificate 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 Certificate (180 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 land-based or 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.

**Within this suite, the Pearson BTEC Level 3 Certificate in Floristry (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 to 19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary core of knowledge in the sector through the qualifications content. The units cover content, such as floristry design, flowering/foilage plant structures, and conditioning and preparing fresh floral materials, that is regarded as most important by employers. It is therefore particularly appropriate for those with an interest in progressing to a career in a floristry-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as GCE Biology or GCE Applied Business, or additional work placement time within another area of the sector. 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 Floristry 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>