

## Statement of Purpose

### 501/0345/3 – Pearson BTEC Level 3 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 Diploma (720 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 Diploma (720 GLH) in Floristry 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 floristry design, flowering/foilage plant structures, and conditioning and preparing fresh floral materials – and providing extensive opportunity to study in more depth a range of option areas of their choice, such as:

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

The Diploma allows time in the curriculum to study other qualifications alongside it; for example, GCE Biology, GCE Chemistry or GCE Applied Business or additional work placement time within another area of the sector. 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 have also confirmed their support for this Pearson BTEC Level 3 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 Diploma in Floristry 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 Floristry fulfils their entry requirements when achieved alongside other qualifications.