

Statement of Purpose

501/0346/5 – Pearson BTEC Level 3 Extended 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 Extended Diploma (1080 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 Extended Diploma in Floristry (1080 GLH) is primarily a Technical Level qualification, equivalent in size to three A levels, which has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge – including floristry design, flowering/foliage plant structures, and conditioning and preparing fresh floral materials – and allowing them the maximum opportunity to study in more depth a full range of option areas of their choice, such as:

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

It is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the floristry sector, LANTRA. A range of professional organisations/employers in the sector have also confirmed their support for this Pearson BTEC Level 3 Extended 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 Extended Diploma in Floristry also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. 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 Extended Diploma in Floristry fulfils their entry requirements, either on its own or when achieved alongside other qualifications.