



Skills Funding
Agency

Purpose Statement Guidance

The purpose statement is a public-facing document. It should allow a potential learner, or their employer, to see what knowledge and skills they will gain through the qualification, and what it will allow them to progress onto. For example, the qualifications at a higher level and/or the employment outcomes and job roles the qualification supports.

Before you draft a purpose statement, please read our [Technical Guide](#). In this we set out the rationale for the purpose statement and the context in which we will review it when approving qualifications.

Below we set out the minimum content we expect to see. We have based this on what we need to see to meet our business rules and good practice that we have seen in existing purpose statements.

You may follow this as a template for the statement, but it is not mandatory and you can use your own template if you wish to provide the information in a different format. However, please write all purpose statements in plain English so that learners and employers can understand the information.

Purpose Statement Content:

- i. Awarding Organisation Name and Logo.
- ii. Name of the qualification, including the Level and qualification accreditation number.

- iii. An overview of the qualification, which should cover:
- The primary and other outcomes that the qualification supports, and how it supports them.
 - Who is the qualification for? For example, is the qualification designed for someone already in work; seeking to enter work (if so, in what industry?); or seeking to progress to further training or higher education?
 - Are there any age restrictions?
 - What prior qualifications, attainment or experience does a learner need?
 - What is the content of the qualification? Give a summary of the key topics, skills and knowledge the learner will cover. Which are core and which are optional. How the will gain this learning? Please state what 'type' of qualification it is.
 - What specific knowledge, skills and competences will the learner develop as a result of taking this qualification?
- iv. A description of what the qualification can lead to:
- Will the qualification lead to employment? Does the qualification allow the learner to meet specific requirements to enter a sector or job role? If it does, in which job roles and at what level? Please give examples of a specific occupation or occupational area that the qualification prepares the learner for or supports them in.
 - Will the qualification support progression to further learning? How does it support this? What are the progression qualifications and for what purpose? Please confirm which subjects/particular qualifications/apprenticeships learners can go onto study at a higher level.
 - Are there different-sized versions of this qualification, qualifications with a similar title, or is the qualification part of a set of qualifications with similar

content? Please explain why the learner should take this particular one? Describe the rationale for the different sizes and levels of the qualification to help the learner and employer make an informed decision on which qualification is right for them.

v. References for who supports the qualification:

- Industry. Please say which employers, professional/trade bodies and/or Industrial Partnerships support the qualification. If possible provide hyperlinks to letters of support. If the qualification provides professional registration, please explain this and provide a hyperlink to further information.
- Colleges, training organisations and Higher Education Institutions. Please say which organisations recognise the qualification for entry to a higher level course or qualification. Where possible please provide hyperlinks to letters of support.

vi. Any other relevant information:

- If appropriate you should provide additional information that will inform the learner's decision and links to any further information on the qualification.