

FLORISTRY

APPRENTICESHIPS

LEVEL 2
DURATION 24 MONTHS

JOB TITLES

Florist

ROLE PROFILE

A florist may work in one of several sectors, in a shop environment, within an event company or creating designs for a variety of retail organisations or outlets. As such, they need to have business acumen and excellent interpersonal skills when dealing with customers and colleagues. Excellent levels of customer care and sales skills are crucial as florists are often commissioned for important events such as weddings, funerals etc. A florist must have perception and be able to offer appropriate expert advice to the client whilst interpreting the vision for the finished project. Whilst showing empathy and care towards bereaved customers a florist must be able to obtain the relevant information from customers and translate this into an appropriate design suitable for the customer's needs. They must be able to record and store information accurately in the correct manner in line with current legislation.

PROGRAMME DELIVERY

This programme will be delivered through a combination of practical hands-on and theory based activities which will be tailored to ensure the apprentice develops the necessary knowledge, skills and behaviours to become a professional florist and an effective member of the organisation. With all apprenticeships there is a requirement to record 20% off-the-job activities and this will be achieved through the use of a dedicated electronic on-line portfolio which the apprentice, the employer and the college delivery team will all have access to. The apprentice will be assigned a dedicated Assessor Trainer, who will undertake regular workplace progress reviews with both the apprentice and an assigned workplace mentor, as well as supporting all aspects of the apprentices ongoing development. This approach enables effective progress monitoring and target setting to be established from day 1, ensuring the employer and apprentice are clear about all aspects of the apprenticeship programme and what part they each play in ensuring the apprentice continues to make the expected levels of progress. Furthermore, this approach ensures any additional support requirements or interventions can be implemented in a timely manner as required. A BCA Virtual Learning Environment ensures all learning, development and support material can be easily accessed, further supporting the blended learning and development approach adopted by BCA for all its apprenticeship delivery. This ensures flexible and responsive training at all times, through a combination of online and face-to-face activities delivered by industry experts, using our high quality, industry-recognised resources and equipment. The apprentice will be required to undertake and pass an independent End Point Assessment upon successful completion of their apprenticeship, after which point they will be awarded their Apprenticeship Certificate.

PROFESSIONAL ELEMENTS

This standard is recognised by the British Florists Association.

STUDENT PROGRESSION

Successful students continuing in employment can progress on to Level 3 Apprenticeship in Floristry. Full time employment in a florist shop, large retail outlets or floral designer for a wedding company.

ENTRY REQUIREMENTS

Employers will ultimately determine the entry requirements. Entry requirements will be determined by individual employers but typically potential apprentices will have English & maths GCSE at Grades A-C (4-9) or other equivalent vocational qualifications. Employers, who recruit apprentices without the above levels of qualifications, will have to ensure they achieve Level 1 in English and maths as part of their Apprenticeship.

EXAMPLE SKILLS CONTENT

- Demonstrate the following using the Principles & Elements of design:
 - Tied designs · Wired designs · Glued designs · Designs in a medium
- Prepare designs for sale and secure transportation
- Demonstrate the following techniques:
- Attaching techniques – Binding, tying and knotting, glueing, pinning, stapling
- Wiring techniques – Support wiring, external wiring, semi-internal wiring, internal wiring, stitching, single-leg mount, double leg mount, hook wiring, units, feathering, pipping, sepal pinning
- Manipulation techniques – Basing, backing, bow making, grouping, caging, edging, layering, plaiting, pleating/folding, rolling/cupping, spiralling, taping, threading, veiling, weaving, wrapping
- Water retaining techniques – Floating, floral foam, moss, tape, tubes/ phials, wax and water gels/pearls
- Sources of inspiration: Culture, Botany, Emotion, Technique/Method, Economy
- Design Schema: Order category: Symmetry / Asymmetry
- Design classification: Decorative / Form linear / Vegetative
- Line direction: Radial / Parallel / Free arrangement of lines
- Maintain an effective, safe and clean working environment with particular regard to the public and colleagues
- Maintain and handle tools, products and materials safely and in a manner than minimise waste, damage and contamination
- Dispose of hazardous and non-hazardous materials
- Identify health and safety risks for yourself, the public or colleagues
- Undertake regular checks and maintenance of equipment which must be carried out according to manufacturer's recommendations, safe use of machinery and equipment

EXAMPLE KNOWLEDGE CONTENT

- Correct botanical names of fresh plant materials and understand how they are grown and cut by length and weight
- The sources of supply for fresh plant material and how to store, care and condition this material and how flowers mature once cut – stock rotation
- The seasons for plants and botanical materials and recognise plants using common names and botanical classification (nomenclature) and plant processes including photosynthesis, transpiration, respiration, evaporation, osmosis, diffusion, etiolation and tropisms
- How to identify and report pests and diseases to the appropriate person.
- Understand the legislative requirements relating to the impact on the floral industry, code of practice and industry guidance, in particular The Consumer Rights Act 2015, health and safety and use of personal protection equipment and safe working practices within the florist premises when handling/discovering invasive plants, pests and diseases
- The principles of safe and effective transportation
- The importance of work organisation and prioritisation i.e. time management. The ways in which working practices can minimise wastage and costs
- Understand the company's policies and procedures.
- How to identify and record the customer's exact requirements through order taking
- Cultural differences as they affect floristry, for example weddings and events
- The price structure of flowers, plants and sundries that is used in their business to enable them to advise the customer

EXAMPLE BEHAVIOURS CONTENT

- Communicate effectively with supervisor, colleagues and customers and work effectively within a team
- Demonstrate a good work ethic, including reliability, punctuality, pride in work and attention to detail, stamina and the ability to work under pressure at peak periods.
- Be able to plan and organise daily workload effectively
- Be responsive and flexible to changing circumstances
- Take an interest in the position of the business within the wider industry
- Embrace the use of technology, use it responsibly and take an interest in developments that could support the business
- Be willing to learn and contribute to your own continuing professional development including taking part in competitions, attending demonstrations and reading professional magazines to keep abreast of trends
- Demonstrate personal pride in the job through appropriate dress and positive and confident language
- Demonstrate the respect required when dealing with botanical materials
- Work with integrity in an honest and trustworthy manner, putting personal safety and that of others first
- Display professional conduct and follow company procedures at all times