

Apprenticeships +

Florist

Apprenticeship
Level 2



**The
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College**

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Quick Information

New Apprenticeship Standard designed by employers for employers

Sector

Floristry/Floral Art

Who is it for?

New recruits or existing staff

Start date

Flexible to suit the employer

Level

Level 2

Duration

Minimum 18 months

How does it work?

Depending on the location of the employer/ Apprentice, delivery can be either on line weekly or in The Floristry School for a day each week in Sheffield.

Assessment

There are three end point assessments for the Florist L2 standard:

1. Practical assessment with questioning
2. Multiple-choice assessment
3. Professional discussion

Qualification

Level 2 Florist Apprenticeship - LANTRA

Review

This Apprenticeship standard should be reviewed after 3 years

Florist

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

Flowers and other botanical materials are delicate, easily damaged or spoilt and have a limited storage life. The florist will need to know where the materials are sourced from, purchasing techniques, storage and the control of fresh stock creating accurate rotation on a day-to-day basis. They need to apply an extensive knowledge of botanical names, understand how to care for and condition these floral materials and plants, taking into account irritant or poisonous materials, the variety of stem structures and show appropriate cutting, watering and feeding methods. They will need to work in a way that minimises damage to the environment and maintains health and safety that is consistent with relevant organisation procedures and codes of practice.

The florist will use their expertise and knowledge of flowers, plants, botanical materials and accessories to produce floral designs. The design of floral work, whether it is a small bouquet or a large installation for a major event, requires the florist to be innovative and creative. The florist needs to apply the rules and theory of composition, techniques and the elements and principles of floral design in their work.



Key Areas of Study

There are 6 key areas of study for this apprenticeship:

1. Safe working practices
2. Condition and prepare botanical materials for design & sale
3. Floral displays – practical
4. Floral displays – theory
5. Customer service
6. Work organisation and time management.

The florist will need to understand the need to organise and be responsible for prioritising their own workload using good time management.

There is a wide scope of practice in the floristry industry. Some florists will work within retail outlets and prepare bouquets and arrangements for sale and must therefore be keenly aware of their market. Some may work independently as studio floral designers working within the wedding industry. Others, may be commissioned to provide floral designs for high profile events that require interpreting design specifications and working effectively with a large team in high pressure situations

Whilst working within a shop or other environments, florists must have, follow and be aware of current safe working practises and legislation relevant to the floral/retail industry and have respect and an understanding, duty and responsibility to equality and diversity within the workplace and the wider environment.

Knowledge

- **K1:** Correct botanical names of fresh plant materials and understand how they are grown and cut by length and weight.
- **K2:** The sources of supply for fresh plant material and how to store, care and condition this material.
- **K3:** How flowers mature once cut – stock rotation.
- **K4:** 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.
- **K5:** How to maintain the condition of plants and planted designs to optimise their saleability.
- **K6:** How to identify and report pests and diseases to the appropriate person.
- **K7:** 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.
- **K8:** The principles of safe and effective transportation.
- **K9:** The importance of work organisation and prioritisation i.e. time management. The ways in which working practices can minimise wastage and costs.
- **K10:** Understand the company's policies and procedures.
- **K11:** How to identify and record the customer's exact requirements through order taking.
- **K12:** The importance of establishing and maintaining customer confidence and the ability to show empathy where necessary.
- **K13:** Cultural differences as they affect floristry, for example weddings and events.
- **K14:** The price structure of flowers, plants and sundries that is used in their business to enable them to advise the customer.
- **K15:** How to follow both verbal and written/pictorial instructions e.g. a flower order supported by a photograph.
- **K16:** Understand the different needs and priorities of customers and the best way to manage their expectations.
- **K17:** Understand the sales opportunities that exist across the year e.g. Christmas, Valentine's Day within the business and industry and the need to know stock requirements at different times of the year.
- **K18:** importance of merchandising and displaying goods to their best advantage.
- **K19:** How to use systems, equipment and technology to meet the needs of the customer.
- **K20:** Understanding the company's policies and procedures including any complaints processes relevant to you and your organisation in line with The Consumer Rights Act 2015.
- **K21:** How to plan and organise work effectively to make best use of available resources.
- **K22:** How to design and construct a range of products applying principles and elements of design, techniques, the design schema and sources of inspiration.
- **K23:** How to evaluate the design against the specification required and make modifications if necessary.
- **K24:** How to wrap and protect different designs for transportation and presentation.
- **K25:** The application of the principles and elements of floral design:
 - Principles of design - Balance (visual and actual),
 - Contrast, – Dominance, Harmony, Proportion, Rhythm, Scale.
 - Elements of design - Colour, Form, Line, Space, Texture
 - Prepare designs for sale and secure transportation.

- **K26:** How to develop and understand colour harmonies and relate to designs.
- **K27:** The application of a variety of techniques which may include but are not limited to:
 - Attaching techniques – Binding, tying and knotting, gluing, 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.
- **K28:** Current trends and sources of inspiration which may include but are not limited to:
 - Culture, Botany, Emotion, Technique/Method, Economy.
 - The application of the Design Schema which may include but not limited to:
 - Order category: Symmetry / Asymmetry.
 - Design classification: Decorative / Form linear / Vegetative.
 - Line direction: Radial / Parallel / Free arrangement of lines.
- **K29:** Legal and organisational requirements, use of tools, equipment, material and products. Adherence to workplace cleaning, sterilisation, waste disposal and methods to promote environmental and sustainable working practices reducing risk to self and others. All relevant current legislation:
 - Health and Safety at Work Act 1974 (HASAWA)
 - Provision and Use of Work Equipment Regulations 1998 (PUWER)
 - Management of Health and Safety at Work Regulations 1999
 - Manual Handling Operations Regulations 1992 (MHOR)
 - Control of Substances Hazardous to Health 2002 (COSHH)
 - Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 2013 (RIDDOR)
 - Personal Protective Equipment Regulations 1992 (PPE)
 - Health & Safety (First Aid) Regulations 1981
 - General Data Protection Regulation (GDPR).
- **S3:** Select tools, protective clothing and equipment appropriate to the fresh materials that are being conditioned.
- **S4:** Condition fresh plant materials in order of their botanical requirements. Understand the difference between the terms genus, species, variety and cultivar.
- **S5:** Maintain botanical materials using accurate stock rotation to ensure that the product is sold/used in best condition.
- **S6:** Demonstrate the care and maintenance of the different plant groups covering foliage, flowering, berried, succulents, cacti, bulbs/corms, orchids and planted designs and how environmental conditions including temperature, humidity, light, water and nutrients affect them.
- **S7:** Describe the common indicators of pests and disease and the action that should be taken if they are discovered
 - Ensure that waste is disposed of sustainably and work safely. Handle and transport plants and resources safely and efficiently covering:
 - Growing medium
 - Containers
 - Tools and equipment
 - Supports
 - Watering devices
 - Chemicals
 - Delicate and robust plants
 - Plants which can be safely lifted by one person or need more than one person.
- **S8:** Understand the principles of safe lifting and handling in regard to plant transportation.
- **S9:** Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
- **S10:** Estimate the amount of time it will take to complete a floral or planted design within commercial timescales and in a way that minimises waste.
- **S11:** Work under time pressures.
- **S12:** Interpret a customer's requirements and manage customer's expectations positively within the specification (budget, content, occasion, design style, client's requirements).
- **S13:** Follow company practice for costing designs and understand the need to minimise waste.
- **S14:** Record and store a customer's information in a safe location in accordance with organisational and legislative requirements.
- **S15:** Demonstrate a good standard of literacy and numeracy.
- **S16:** Demonstrate good communication skills and body language.
- **S17:** Demonstrate basic promotional and marketing skills and awareness of social media protocol relating to the business.
- **S18:** Adhere to deadlines when necessary.

Skills

- **S1:** Demonstrate the different unpacking techniques for boxed, bunched and poisonous/irritant plant or flower material.
- **S2:** Select and prepare appropriate containers for materials being conditioned to ensure correct hygiene procedures are followed.

- **S19:** Demonstrate an awareness of targets and goals which you may be needed to deliver against.
- **S20:** Display and maintain goods to their best advantage so that they remain attractive, appealing and safe to customers.
- **S21:** Demonstrate good IT skills – be able to take orders off the website and/or use the computer for order processing.
- **S22:** 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.
- **S23:** Demonstrate the following techniques:
 - Attaching techniques – Binding, tying and knotting, gluing, 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
- **S24:** Maintain an effective, safe and clean working environment with particular regard to the public and colleagues.
- **S25:** Maintain and handle tools, products and materials safely and in a manner than minimises 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
- Demonstrate:
 - The awareness of risk assessments and understand their importance.
 - Safe methods for moving and lifting items.
 - How to find COSHH information.

- Why and when protective clothing and equipment should be used.
- The need for an accident book and know where it is kept and how it should be completed.
- How to report RIDDOR.

Behaviours

- **B1:** Communicate effectively with supervisor, colleagues and customers and work effectively within a team.
- **B2:** 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.
- **B3:** Be able to plan and organise daily workload effectively.
- **B4:** Be responsive and flexible to changing circumstances.
- **B5:** Take an interest in the position of the business within the wider industry.
- **B6:** Embrace the use of technology, use it responsibly and take an interest in developments that could support the business.
- **B7:** Be willing to learn and contribute to own continuing professional development including taking part in competitions, attending demonstrations and reading professional magazines to keep abreast of trends.
- **B8:** Demonstrate personal pride in the job through appropriate dress and positive and confident language.
- **B9:** Demonstrate the respect required when dealing with botanical materials.
- **B10:** Work with integrity in an honest and trustworthy manner, putting personal safety and that of others first.
- **B11:** Display professional conduct and follow company procedures at all times.

Training, Tutoring and Assessment

The whole programme takes a minimum of 18 months to complete, typically 21 months, at which point each Apprentice can start their End Point Assessment, by agreement with their employer and the tutors. The pace at which the Apprentice progresses will be driven by the employer and the Apprentice. Tutors work closely with employers to plan, deliver and develop appropriate support and training. Each Apprentice will generally learn on the job, but training and one-to-one tutoring are a key part of the new Apprenticeship standards, not just assessment, with more time on individual and group training as part of the required 20% off-the-job training.

We carry out progress reviews with the Apprentice and employer at regular intervals to discuss progress and to identify skills gaps. Each Apprentice will be required to keep a portfolio of work to track their learning and development throughout their Apprenticeship.

End Point Assessment

In conjunction with The Floristry School, you will be asked to formally confirm that the Apprentice has met the minimum requirements for knowledge, skills and behaviours within the Apprenticeship standard and confirm that they are ready to move onto the End Point Assessments (EPA's).

The EPA's for the L2 Florist standard are:

1. Practical Assessment with questioning – Apprentices will be asked to produce a minimum of 4 practical designs from the range of Tied, wired, glues and a design into a medium. Timescales will be set for this practical assessment and the Apprentice will be questioned on their design choices, techniques and principles and elements of design.
2. Multiple-choice on-line assessment.
3. Professional discussion with an examiner.

For more information on the assessment for the Florist Apprenticeship please see the full assessment plan in the Apprenticeship Standard. We will arrange the End Point Assessment.



Apprentice Entry Requirements

Apprentices without Level 1 English and maths will need to achieve this Level, as well as take the test for Level 2 English and maths prior to taking the End Point Assessment. The college will arrange for tutoring for these qualifications if required.

Progression Opportunities

Following successful completion of the Level 2 Florist standard, an Apprentice will be able to further the design and supervisory skills and work towards the Level 3 Florist standard.

More Information

To find out more about the opportunities and financing of Apprenticeships and to discuss your particular requirements, please email apprenticeshipsandtraining@sheffcol.ac.uk or call **0114 260 2600** to speak to one of our friendly employer advisors.

Get In Touch

Email

apprenticeshipsandtraining@sheffcol.ac.uk

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0114 260 2600

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Why choose The Sheffield College?

As one of the region's largest providers of Apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your Apprentice.

We appreciate how difficult and time consuming it can be to recruit suitable staff. That's why we will source, shortlist and prepare candidates before you meet them.

We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an Apprenticeship training programme as smooth as possible. Our Employer Partnership Team, Apprenticeship Tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.

At The Sheffield College we go above and beyond; we know that every business is different and we help to develop Apprentices who will meet the needs of your business.