



Purpose Statement

Name of regulated qualification	
QN: 603/2656/6	Title: Pearson BTEC Level 2 Technical Diploma in Floristry

What is floristry?

Floristry is about designing, creating, retailing and delivering imaginative floral displays. Floristry is also about the wholesale buying of flowers, sundries and associated products. The industry is generally made up of small businesses (although many of these are linked) as well as some larger organisations. There are multiple roles in the floristry industry, which could involve working in a florist shop, as a supplier or as an event organiser. There are 8,400 floristry businesses within the UK that contribute £1.5 million to the UK economy.

Who is this qualification for?

This qualification, which is 360 GLH, is for you if you want to start a career in floristry. It is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment within floristry, or to a floristry apprenticeship.

What does the qualification cover?

This qualification has been developed in consultation with employers in the floristry sector to ensure that you learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

All units in this qualification are mandatory as they relate directly to the skills, knowledge and behaviours expected by employers in the floristry sector. The areas you will cover are:

- identification and care of flowers, foliage and plants
- health, safety and working practices within the floristry industry
- work experience in the floristry industry
- construction of hand-tied floristry designs
- construction of wired and glued designs
- construction of designs in a medium
- responding to a floristry brief.

You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication (working with colleagues, customers and clients), and research and project work, providing you with an opportunity to demonstrate your reflective practice by suggesting alternative approaches to a problem.

What could this qualification lead to?

Achieving this qualification will give you an advantage when applying for a job in floristry. The type of role you will be ready for is:

- junior florist.

When studied as part of a full study programme, this qualification will also give you a sound basis to progress further within the floristry sector to a level 3 qualification such as the Pearson BTEC Level 3 National Diploma in Floristry.

Who supports this qualification?

This qualification is supported by the following professional body:

- British Florist Association.

This qualification is supported by the following employer:

- The Great British Florist.

Further information

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technicals/floristry.html>