

Susie Brennan  
Portfolio Manager  
City & Guilds  
1 Giltspur St  
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28<sup>th</sup> July, 2016  
Dear Susie

### **City & Guilds Level 2 Technical Certificate in Floristry**

We support the above qualification and feel that it would be an advantage for a young person seeking a job as a Junior Florist. It could also be suitable for those wishing to take an apprenticeship, or for those looking to undertake further learning and training.

The British Florist Association represents and protects the interests of all types of Floristry Businesses and Freelance florists and has a good cross section of this community within its Training and Education Industry Group. The British Florist Association also administers and represents the members of the Institute of Professional Florists whose aims are to promote professional floristry and support members to meet their professional development needs and help Floristry Businesses identify learning opportunities for their teams.

We feel that the qualification content contains the following compulsory skills and knowledge that are required for people entering the Floristry industry:

- ❖ Working in the floristry industry
- ❖ Preparing to create floristry designs
- ❖ Creating floristry designs
- ❖ Customer service
- ❖ Caring for and maintaining floristry products
- ❖ Floristry design principles
- ❖ Health and safety

We also support the inclusion of 150 hours of work experience.

We consent to our company name and logo's to be made publicly available on the City & Guilds website.

Yours sincerely

**Sandie Griffith**

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