



British Florist Association Ltd

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Susie Brennan
Portfolio Manager
City & Guilds
1 Giltspur St
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19th August 2015

Dear Susie

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. As the Floristry Industry Partner, with Find a Future, we run the skills competitions for national and international competitions, and it is in our interests to be involved in the design and development of our floristry qualifications as we wish to train our students to the highest possible level.

We would like to provide our support to City and Guilds for the Level 3 Advanced Technical Diploma in Floristry (540). We feel that this qualification is suitable for a young person between the ages of 16-19 studying full time and will give that young person an advantage when going on to apply for a job within the Floristry Industry.

We believe this qualification is suitable for someone wanting to work as a Florist, Senior Florist or Florist Shop Manager.

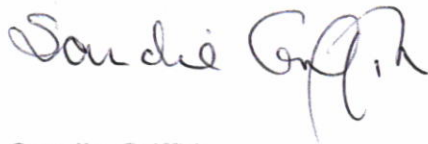
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The Floristry Industry confirms that the following skills and knowledge are required to progress into employment in the above roles:

- Working safely
- Real work experience in a shop
- Creative floral design techniques
- Producing different floral designs: tied, in a medium, glued, wired
- Business and retail skills
- Future trends in floristry
- Event floristry
- Flower and plant conditioning and care

We are happy for the BFA name (and logo) being made publicly available on the City & Guilds website.

Yours sincerely

A handwritten signature in blue ink that reads "Sandie Griffith". The signature is written in a cursive, flowing style.

Sandie Griffith
Director of Training and Education