City & Guilds
Level 4 Higher Diploma in Floristry (ICSF)

Qualification handbook

Version 2.1

February 2022

Handbook version amendments

Version and date	Change detail	Section
v1 Aug 2006	Original version	
v1.1 Aug 2012	Removed logo for Society of Floristry and updated City & Guilds logo	Front cover
v2 Aug 2015	0344-411 Test Specification amended to remove unit 010 and all references to the test updated. All references to NPTC and Society of Floristry updated Appendix A amended to complete botanical names for all plants listed	Pg 6 and throughout Throughout Pg 47-51
V2.1 Feb 2022	Addition of TQT and GLH	Introduction

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Introduction

This qualification is aimed at candidates who

- have completed a level 3 qualification in professional floristry
- are seeking higher level qualifications in professional floristry

Aims

To provide a level 4 qualification in professional floristry to meet the needs of candidates and employers/ trainers within the sector. The training and assessment may be carried out in the work-place or approved training centre and will be subject to external quality control.

Objectives

The qualification is designed to provide:

- an industry recognised qualification at level 4
- a competent workforce at level 4
- a suitable qualification for progression from level 3
- a suitable qualification to lead on to the level 5 Professional Diploma
- an accredited qualification to replace the Society of Floristry's Intermediate Certificate Society of Floristry (ICSF)

General Information

The qualification is suitable for florists established in the industry and/or trained to level 3. This qualification has been mapped to the National Occupational Standards. It provides a valuable route for candidates who do not have access to an N/SVQ.

This vocationally related qualification has been designed to support government initiatives towards the National Qualifications Framework.

Candidates must have achieved a level 3 standard in professional floristry, including industrial experience and have a sufficient level of literacy and numeracy to enable them to research the underpinning knowledge, carry out the practical tasks and complete the assignments. Where candidates have industrial experience but not a level 3 qualification, centres must ensure that their skills are to level 3 standards. It is also essential that candidates have industrial experience while accessing the qualification.

General Structure

To gain the Level 4 Higher Diploma in Floristry (ICFS), candidates must pass all ten units.

Unit 001:	Botanical Concepts & Practices for Floristry
Unit 002:	Historical Studies for Floristry
Unit 003:	Floral Event Practices
Unit 004:	Business Practices for Floristry
Unit 005:	Marketing & Promotion Practices for Floristry
Unit 006:	Technical Floristry Skills – Tied Designs
Unit 007:	Technical Floristry Skills – Wired & Glued Designs
Unit 008:	Technical Floristry Skills – Designs in Mediums
Unit 009:	Technical Floristry Skills – Design Trends
Unit 010:	Design Concepts for Floristry

Title and level	GLH	TQT	City & Guilds qualification number	Ofqual accreditation number
Level 4 Higher Diploma in Floristry (ICSF)	300	450	0344-40	500/1220/4

Course Design

Tutors/assessors should familiarise themselves with the structure and content of the qualification before designing an appropriate course. They are advised to consider the practical activities and knowledge and understanding requirements. Flexibility in the design of courses is encouraged as many candidates will also be running businesses. Tutors are not necessarily expected to cover all of the syllabus and a degree of self-directed study will be required. Course design should give candidates clear guidance on this.

City & Guilds does not itself provide courses of instruction. As long as the requirements for the qualification are met, tutors/assessors may design courses of study in any way that they feel best meets the needs and capabilities of the candidates. Although centres should be aware of the dated assessments, centres may deliver the units in any order they wish or introduce other topics as part of the programme, that will not be assessed through the qualification, e.g. to meet local needs or allow access onto the programme for learners with a wider spread of prior knowledge.

It is recommended that centres cover the following in the delivery of the course, where appropriate

- health and safety considerations
- key skills (such as communication, application of number, information technology, working with others, improving own learning and performance, problem solving).
- environmental education and related European issues
- moral, ethical, social, spiritual and cultural issues

Test specification

Paper number: 0344-412 **Paper title: Level 4 Higher Diploma in Floristry- written paper**			
Test duration: 3 hours	**Total number of questions: 5**		
Unit	**Title**	**Number of questions**	**% of marks**
001	Botanical Concepts & Practices for Floristry	1	20
002	Historical Studies for Floristry	1	20

003	Floral Event Practices	1	20
004	Business Practices for Floristry	1	20
005	Marketing & Promotion Practices for Floristry	1	20

Paper number: 0344-411 Paper title: Level 4 Higher Diploma in Floristry - practical paper			
Test duration: 3.5 hours		Total number of questions: 4	
Unit	**Title**	**Number of questions**	**% of marks**
006	Technical Floristry Skills – Tied Designs	1	25
007	Technical Floristry Skills – Wired & Glued Designs	1	25
008	Technical Floristry Skills – Designs in Mediums	1	25
009	Technical Floristry Skills – Design Trends	1	25

Assessment and quality assurance procedures

The practical performance may take place in the workplace or approved training centre. Assessments must be carried out by approved assessors and authenticated by the assessor and candidate. Performance will be assessed by direct observation, which may be in the workplace or during practical tests in centres. Practical assessments in training centres must be truly representative of the workplace.

Assessors must hold the NDSF or the Level 5 Master Diploma of Professional Floristry and have had training in assessment.

The practical activities are assessed by 3 integrated assignments and by an externally set and marked practical examination.

The underpinning knowledge is assessed by an externally set and marked written examination, which will be available in January and July and by the 3 integrated assignments.

Approved centres should have quality assurance procedures in place, carried out by occupationally competent staff. The written and practical examinations will be externally examined.

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling
    - security of designs and displays
    - poisonous or otherwise dangerous materials

Mapping to National Occupational Standards

This qualification has been mapped, where possible, to the Floristry Business Management National Occupational Standards (December 2005). However, the emphasis in this qualification is on professional floristry skills at level 4, which are not exclusively business management.

Unit	Title	Lantra unit	element	pc's
001	Botanical Concepts & Practices for Floristry	CU148	CU148.3	3,4,5,6,8,b,c,d
		CU106	CU106.2	1,4,6,a,e,i
		L8	L8.1	1,2,a,b,c,j,k,l
			L8.2	2,5,6,c,d,e,h
		L9	L9.1	1,a,c
			L9.2	2,a,b,c,d,e,f,g,h,i,j,m,n
002	Historical Studies for Floristry			
003	Floral Event Practices	CU96	CU96.2	1,2,3,4,b,e,j
		CU106	CU106.2	1,4,6,a,e,i
		CU148	CU148.1	4,6,a,b,e,f,h,i,k
004	Business Practices for Floristry	FL11	FL11	1,4,5,6,7,8,9,a,b,d,f,g,h,i,j,k,l
		CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,3,4,5,6,a,b,c,d,e,f,g,h,i
		CU148	CU148.1	1,2,3,4,6,7,8,a,b,c,d,e,f,g,k,l,m, n
			CU148.3	1,2,3,4,5,6,7,8,9,a,b,c,d,e,f
		J4	J4.1	1,2,3,4,5,6,7,8,a,b,c,d,e,f,g
			J4.2	1,2,4,5,8,10,a,c,d,e,g,h,i
005	Marketing & Promotion Practices for	CU106	CU106.2	1,4,6,a,e,i
		CU108	CU108.1	1,2,3,4,6,7,a,b,c,e,f,g,h,i,j
		CU148	CU148.3	1,2,4,6,7,8,a,b,c,d,f,k,l,m,n
		C.2 (DTNO)	C.2.1	3,4,5,11,12,23,a,d,e,f,g,i,j,k,n,r
		C.13 (DTNO)	C.13.1	1,8,1,a,b,c,d,f,j,k,b,d,e,f
006	Technical Floristry Skills – Tied Designs	CU106	CU106.1	1,4,5,c
			CU106.2	1,2,4,5,6,a,c,d,e,f,g,i
007	Technical Floristry Skills – Wired & Glued Designs	CU106	CU106.1	1,4,5,c
			CU106.2	1,2,4,5,6,a,c,d,e,f,g,i
008	Technical Floristry Skills – Designs in Mediums	CU106	CU106.1	1,4,5,c
			CU106.2	1,2,4,5,6,a,c,d,e,f,g,i
009	Technical Floristry Skills – Design Trends	CU106	CU106.1	1,4,5,c
			CU106.2	1,2,4,5,6,a,c,d,e,f,g,i
010	Design Concepts for Floristry			

Key Skills Signposting

Unit no and title	Communication	Application of number	Information Technology	Working with others	Improving own learning and performance	Problem Solving
001 Botanical Concepts & Practices for Floristry						PS3.1/2/3
002 Historical Studies for Floristry			IT3.1/2/3			PS3.1/2/3
003 Floral Event Practices	C3.1/2/3	N3 part		WO 3 part		PS3.1/2/3
004 Business Practices for Floristry	C3.1/2/3		ICT3 part			PS3.1/2/3
005 Marketing & Promotion Practices for Floristry	C3.1/2/3	N3 part				PS3.1/2/3
006 Technical Floristry Skills – Tied Designs		N3 part				PS3 part
007 Technical Floristry Skills – Wired & Glued Designs		N3 part				PS3 part
008 Technical Floristry Skills – Designs in Mediums		N3 part				PS3 part
009 Technical Floristry Skills – Design Trends		N3 part				PS3 part
010 Design Concepts for Floristry						PS3 part

Health and safety, spiritual etc, environmental and European issues

Units/ outcomes	Spiritual, Moral, Ethical, Social and Cultural	Environmental	Health & Safety	European development
001	**X**	**X**	**X**	
002	**X**		**X**	**X**
003			**X**	

004		X	X	
005			X	
006	X		X	
007	X		X	
008	X		X	
009	X		X	
010	X		X	

Validation of Equipment

Any item(s) of equipment used for the assessment must comply with current legal, safety and welfare requirements.

Additional Information

May be sought from relevant instruction books, manuals, or any other appropriate training or safety publication.

Unit 001 Botanical concepts and floristry practices

Rationale

This unit covers the anatomical structure and physiological processes affecting plant health and growth, the plant in relation to its environment, the principles of botanical nomenclature and interior plant display.

The successful candidate of this unit will be able to describe the physiological processes within the plant and apply this knowledge to the selection, conditioning and care of suitable plant material for a range of uses.

Outcomes

1. Describe botanical terms, physiological processes and their application to cut flower, foliage and plant care
2. Evaluate the suitability of interior plants to meet specific needs

Range

Refer to Appendix A

Choice materials, not in the level 2 and 3 appendices

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. An integrated, externally set assignment which will test practical activities and underpinning knowledge of unit 001-003

2. A synoptic written question paper which will sample the underpinning knowledge for units 001-005.

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling

- security of designs and displays
- poisonous or otherwise dangerous materials

Unit 001 Botanical concepts and floristry practices

Outcome 1 Describe botanical terms, physiological processes and their application to cut flower, foliage and plant care

Practical Activities

The candidate will be able to

1. identify and describe the characteristics of a minimum of 30 choice cut flowers, foliages and flowering and foliage plants by genus, species and cultivar, where applicable (Appendix A)

2. plan the buying and conditioning of cut flower, foliage and plants

3. develop quality control and plant care procedures.

Underpinning knowledge

The candidate will be able to

1. describe in detail the following plant processes
   a. osmosis
   b. transpiration
   c. respiration
   d. photosynthesis
   e. tropisms.

2. relate the processes in 1 above to the environmental conditions in a retail outlet in regard to storage, display and aftercare
   a. temperature
   b. light levels
   c. humidity
   d. availability of water
   e. draughts.

3. explain the principles of botanical nomenclature, i.e. the binomial system and the protocols for punctuation and setting out
   a. family
   b. genus
   c. species
   d. variety
   e. cultivar.

Unit 001 Botanical concepts and floristry practices

Outcome 2 Evaluate the suitability of interior plants to meet specific needs

Practical Activities

The candidate will be able to

1. undertake a site visit and carry out an evaluation of the micro-environment of 3 different locations within a building

2. design an interior plant scheme for the 3 locations to include
    a. suitable plant material
        i) for the design
        ii) for the environment
    b. suitable container(s) and medium
    c. ancillary items, as appropriate

3. develop a maintenance programme for the schemes.

Underpinning knowledge

The candidate will be able to

1. describe the organisation of a site visit
    a. collection of relevant information
    b. suitable recording methods
    c. analysis of data collected

2. describe factors that influence the development of a maintenance programme to include
    a. environment / location
    b. season
    c. selection of plants
    d. duration of display.

Unit 002 Historical Studies for Floristry

Rationale

This unit explores historical periods and their influence on floral decoration, including historical contexts, design sources, fashions and floral decorations across the range.

The successful candidate will be able to explain the historical influences on floristry and the relationship between flowers, plants, fashions, architecture and interior design sources, within all the periods investigated. Outcome 1 covers the whole range, while outcome 2 allows an in-depth study of one chosen period from the range.

Outcomes

1. Investigate historical periods and inspirations across the range.
2. Produce a floral design appropriate to a historical period.

Range

The candidate must cover all of the following periods and styles

- Ancient Egyptian
- Ancient Roman and Greek
- Ancient Chinese
- Italian Renaissance
- Mediaeval
- Tudor
- 17th Century Dutch and Flemish
- American Colonial
- Georgian
- Baroque
- French Rococo
- Victorian
- Edwardian and Art Nouveau
- Art Deco / The 1920s and 1930s

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. An integrated, externally set assignment which will test practical activities and underpinning knowledge of unit 001-003
2. A synoptic written question paper which will sample the underpinning knowledge for units 001-005.

NB Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.

- manual handling
- security of designs and displays
- poisonous or otherwise dangerous materials

Unit 002 Historical Studies for Floristry

Outcome 1 Investigate historical periods and influences across the range

Practical Activities

The candidate will be able to

1. research period styles, trends and identify design sources

2. identify floral designs associated with historical periods and trends.

Underpinning knowledge

The candidate will be able to

1. describe historical design trends and styles and assess the importance of influences to include
   a. ornamental horticulture: flowers and plant material, gardens, interior displays
   b. economic factors: affluence, lifestyle / culture, occasion / event
   c. exterior & interior design and decoration: colours, fashions, materials and motifs
   d. key designers/people of the era

2. describe a range of floral designs associated with each historical period or trend.

Unit 002 Historical Studies for Floristry

Outcome 2 Produce a period floral design

Practical Activities

The candidate will be able to

1. construct a design illustrating the chosen period

2. produce a period design linked to one of units 006,007or 008

3. investigate in depth the chosen period and its related designs.

Underpinning knowledge

The candidate will be able to

1 describe the range of materials available in the chosen period to include
   a. flowers and foliages
   b. containers
   c. accessories
   d. colour and colour combinations
   e. techniques used

2. evaluate the characteristics of floral influences from the chosen period

3. assess the importance of design influences from the chosen period.

Unit 003 Floral Event Practices

Rationale

This unit explores the commercial opportunities available to an experienced florist when providing floral decorations for a variety of venues and events. Large-scale and themed designs will be analysed to assess their methods of assembly and commercial viability. The role of the event organiser / party planner will be considered.

The successful candidate will be able to describe the commercial opportunities and produce large-scale and themed designs for venues and events and describe the role of the event planner.

Outcomes

1. Create schemes of decoration to exploit the potential design opportunities available at a minimum of 3 venues.
2. Investigate large and/or themed floral decorations and propose viable methods of assembly.
3. Investigate the additional business opportunities available to a floral decorator.

Range

Commercial venues including, (but not limited to): religious venues, marquee, hotels, exhibition halls, castles, country houses, theatres, galleries, public houses, civic centres, boats, etc.

Locations: Doorways, foyers, guest tables, buffet tables, walls, windows, mirrors, dance-floors, fireplace, stairs/steps, balcony, banisters, balustrades, screens, columns, arches, ceilings, focal points and special features, etc.

Floral Decorations: Large freestanding designs, single pedestals, composite pedestals, floral columns, topiary, frameworks, canopies, etc. Attached designs: Swags & garlands, hanging structures, floral pictures / collages, Archways, etc.

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. Integrated, externally set assignments, which will test practical activities and underpinning knowledge of units 001-003

2. A synoptic written question paper which will sample the underpinning knowledge for units 001-005.

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling

- security of designs and displays
- poisonous or otherwise dangerous materials.

Unit 003 Floral Event Practices

Outcome 1Create schemes of decoration to exploit potential design opportunities

Practical Activities

The candidate will be able to

1. devise a traditional scheme of decoration for a suitable venue to exploit its potential for floral decoration

2. devise a contemporary scheme of decoration for a suitable venue to exploit its potential for floral decoration

3. devise an innovative scheme of decoration for a suitable venue to exploit its potential for floral decoration.

Underpinning knowledge

The candidate will be able to

1. describe the planning and undertake a site visit to a venue

2. record relevant information from a site visit
   a. aesthetic qualities of the venue
   b. design restrictions / limitations
   c. design opportunities
   d. practical issues: access, water, key contacts etc.

3. identify a range of floral designs suitable for event decoration
   a. traditional: decorative, classic, symmetrical, formal arrangements
   b. contemporary: formal linear, vegetative, manipulated, trends
   c. innovative: original solutions, bespoke, unique, themed.

Unit 003 Floral Event Practices

Outcome 2Investigate large and themed floral decorations and propose viable methods of assembly

Practical Activities

The candidate will be able to

1. identify, measure and record appropriate information for a minimum of 3 diverse locations within a venue

2. draw and label plans, showing locations and dimensions, for a large or themed floral design appropriate to each location

3. describe in detail a viable construction method that could be used to create each design.

Underpinning knowledge

The candidate will be able to

1. describe the information required for the production of plans

2. apply the principles of scale and proportion

3. describe the factors that influence the production of plans for floral designs
   a. clear layout
   b. appropriate sketching skills
   c. accurate labels
   d. botanical names

4. identify and explain the principles involved in the construction of large and themed floral designs
   a. step by step/logical method
   b. commercial understanding
   c. accurate assessment of viability
   d. ability to innovate.

Unit 003 Floral Event Practices

Outcome 3 Investigate the additional business opportunities available to a floral decorator

Practical Activities

The candidate will be able to

1. identify potential business opportunities

2. identify the role of the event organiser / party planner in co-ordinating an event.

Underpinning knowledge

The candidate will be able to

1. identify add-on sales
    a. balloon décor
    b. favours
    c. thank-you gifts

2. explain the role of an event organiser
    a. client liaison
    b. supplier liaison
    c. project management
    d. co-ordination
    e. contractor

3. analyse the potential benefits of business networking with a range of other suppliers
    a. event organisers
    b. caterers
    c. stationers
    d. photographer

4. describe the advantages & disadvantages of collaboration with an event co-ordinator.
    a. regular / repeat business
    b. access to potential clients
    c. catchment area
    d. events packages
    e. marketing profile
    f. impact on profitability
    g. shared reputation
    h. risks.

Unit 004 Business Practices for Florists

Rationale

This unit covers the implementation of procedures to ensure the smooth running of a floristry business. It encompasses customer care, staff supervision and basic training, security and an awareness of retail legislation.

The successful candidate will be able to identify where business practices can be improved and to implement smooth running procedures and deal with aspects of customer care, staff supervision security and retail legislation.

Outcomes

1. implement shop policies

2. identify the procedures necessary for staff recruitment, selection and basic training

Range

- Employer
- Employees
- Suppliers
- Customers

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. An integrated, externally set assignment which will test practical activities and underpinning knowledge of unit 004-005

2. A synoptic written question paper which will sample the underpinning knowledge for units 001-005.

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling
    - security of designs and displays
    - poisonous or otherwise dangerous materials

Unit 004 Business Practices for Florists

Outcome 1 Implement shop policies

Practical Activities

The candidate will be able to

1. implement a shop policy for customer care
   a. write appropriate business letters and reports
   b. produce a Continuing Professional Development log showing improvement in product knowledge

2. train staff in customer contact skills to maintain effective customer satisfaction
   a. in the use of the telephone
   b. off-site and in-store sales techniques
   c. current product knowledge in the workforce

3. implement shop policies for security and cash/instrument of payment handling
   a. identify procedures necessary to maintain the security of persons, stock and cash/instruments of payment within the floristry business
   b. identify security equipment and procedures suitable for a floristry retail outlet
   c. recommend procedures for prevention and/or detection of staff theft/fraud
   d. recommend procedures for preventing shoplifting and break-ins

4. implement shop policies for buying and costing of products to maintain profitability
   a. carry out pricing of goods from given wholesale prices using more than one method to arrive at a retail price and identify the element of gross profit in each method (mark-up of goods)
   b. carry out costing of floral items manufactured in a floristry business to reflect a realistic retail price while including elements of
      i. mark-up of raw materials used
      ii. mark-up of sundry items used
      iii. profit generated
      iv. VAT calculations
      v. labour involved
      vi. realistic timing of design assembly
   c. recommend effective systems for
      i. stock control and rotation of goods
      ii. prevention of and control of wastage and shrinkage
      iii. use of delivery service
      iv. deployment of staff.

Underpinning knowledge

The candidate will be able to

1. describe suitable shop policies for customer satisfaction
   a. prevention of customer complaints

b. satisfactory resolution of customer complaints
c. writing reports and letters
d. telephone, off-site and in-store sales techniques
e. display current product knowledge

2. describe suitable shop policies for security
   a. security equipment, scope, availability, cost and suitability
   b. security consciousness and culture
   c. sources of assistance available with security, e.g. local crime prevention team, victim support, security companies and consultants

3. describe suitable shop policies for buying and costing products
   a. state up-to-date wholesale prices and seasonal availability of fresh stock
   b. state up-to-date awareness of wholesale prices and availability of sundries
   c. describe pricing methods and their advantages and disadvantages
   d. state current VAT rates, including the differences between standard and zero rated items and items outside the scope of VAT
   e. explain how to calculate VAT from gross and net figures

4. describe systems of stock control for small and large enterprises, including wastage / shrinkage control and effective care of goods

5. explain factors involved
   a. in the production of staff rotas and work loading
   b. routing of deliveries and alternative methods of achieving effective deliveries e.g. contractors.

Unit 004 Business Practices for Florists

Outcome 2 Identify the procedures necessary for staff recruitment, selection and basic training

Practical activities

The candidate will be able to

1. write advertisements for staff vacancies
2. plan and carry out interviews and shortlists
3. identify the appropriate use of contracts of employment and statements of terms and conditions
4. write a statement and a contract of employment
5. list available formal & informal training programmes, including college-based
6. write a simple training plan for a new entrant to the business.

Underpinning knowledge

The candidate will be able to

1. explain the legislative requirements in the UK for
    a. the content and relevance of contracts and statements,
    b. the legal definitions and requirements for terms and conditions and contracts of employment
    c. advertising, e.g. Equal Opportunities
2. outline sources of external accredited & non-accredited training provision in the UK
3. explain the requirements for
    a. training a junior member of staff in basic procedures
    b. interviewing applicants and employing staff with desired qualities.

Unit 005 Marketing & Promotion Practices for Floristry

Rationale

This unit covers the implementation of practices in marketing and promoting the business to maximise sales potential.

The successful candidate will be able to identify where improvements can be made to current marketing policy, the provision of copy to advertisers, e.g. size, layout, content and implement practices in marketing and promotion

Outcomes

1. Identify opportunities within the business to market more effectively to existing and new customers

2. Plan the display of goods to maximise sales and comply with retail legislation

3. Develop the corporate image and brand of the business

Range

- Retail florist shop
- Online florist shop
- Niche markets

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. An integrated, externally set assignment which will test practical activities and underpinning knowledge of unit 004-005

2. A synoptic written question paper which will sample the underpinning knowledge for units 001-005.

NB

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- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
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    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling
    - security of designs and displays
    - poisonous or otherwise dangerous materials

Unit 005 Marketing & Promotion Practices for Floristry

Outcome 1: Identify opportunities within the business to market more effectively to existing and new customers

Practical Activities

The candidate will be able to

1. analyse the customer base of a given business
2. carry out a basic survey to determine customer preferences
3. write a mail shot
4. use the internet and printed media to locate relevant information, e.g. observing design trends and new market opportunities
5. write an operational plan to implement a marketing strategy.

Underpinning knowledge

The candidate will be able to

1. explain basic market analysis of customers by age, gender, socio-economic grouping and current trends in grouping e.g. so-called 'grey pound' or 'pink pound'
2. describe factors involved in the writing of effective survey questionnaires, gathering data and carrying out simple analysis of results
3. explain the use and advantages of database software
4. research design trends, market testing and analysis
5. describe operational marketing planning and its implementation.

Unit 005 Marketing & Promotion Practices for Floristry

Outcome 2: Plan the display goods to maximise sales and comply with retail legislation

Practical activities

The candidate will be able to

1. plan a promotional or seasonal display to market and merchandise goods for window and in-store displays to include
   a. display planning
   b. construction, maintenance and dismantling
   c. stock requirements
   d. promotion through display
   e. relevant Health and Safety issues
   f. use of principles and elements of design in display
   g. craft use of paint, paper, plastic, wood and other suitable materials to construct displays
   h. relevant retail legislation.

Underpinning knowledge

The candidate will be able to

1. explain the factors involved in the production of displays
   a. display planning
   b. construction, maintenance and dismantling
   c. stock requirements
   d promotion through display
   e relevant Health and Safety issues
   f use of principles and elements of design in display
   g craft use of paint, paper, plastic, wood and other suitable materials to construct displays
   h relevant retail legislation.

Unit 005 Marketing & Promotion Practices for Floristry

Outcome 3: Develop the corporate image and brand of the business

Practical activities

The candidate will be able to

1. design a corporate image for a business
2. design the branding to be carried out within the business
3. make suggestions for improvements and updating of an existing business image.

Underpinning Knowledge

The candidate will be able to

1. identify famous branded companies and their changing images over time, the elements of the image and brand
2. describe the relevance of branding to a floristry business, its customer base, service offered and house style
3. describe the relevance of corporate imagery to floristry businesses
4. identify external suppliers who provide corporate image goods or services
   a. design companies
   b. signage companies
   c. uniform suppliers
   d. printers
   e. web design
   f. shop fitting.

Unit 006 Technical Floristry Skills – Tied Designs

Rationale

This unit enables candidates to construct a wide range of hand tied designs to a high level of technical competence. Plant material, flowers, natural and manufactured materials will be used to demonstrate correct application of design principles

- Outcome 1 covers complete designs
- Outcome 2 focuses on individual techniques employed within designs.

A successful candidate of this unit will be able to select and apply techniques, (see the range in appendix A) to construct a variety of tied designs

Outcomes

1. Construct a variety of different styles of tied designs
2. Incorporate a range of floristry techniques within tied designs

Range

- Wedding
- Gift
- Funeral
- Floral events
- Corporate

See lists and procedure in Appendices B-D

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. A synoptic practical examination, which will sample the practical activities for unit 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge for units 006-010

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling
    - security of designs and displays
    - poisonous or otherwise dangerous materials

Unit 006 Technical Floristry Skills – Tied Designs

Outcome 1Construct a range of different styles of tied designs

Practical Activities

The candidate will be able to

1. identify and produce a minimum of 6 hand tied designs across the range listed in Appendix C

2. apply design principles

3. demonstrate different methods of tying designs
   a. to secure
   b. for decorative effect

4. display or package designs in a suitable way, fit for the occasion and use a suitable method to enhance and/or protect tied designs

5. justify the choice of materials to be used in 1 above and the method of construction
   a. construction techniques
   b. finishing techniques
   c. method of presentation

6. cost up one tied design to calculate the total retail price and evaluate it for commercial viability
   a. list retail cost of sundries and floral materials
   b. skills / Labour charge
   c. profit charge

7. cost down one tied design from a pre-determined retail order value to calculate the value of individual components and evaluate it for commercial viability.
   a. standard deductions: delivery, relay deductions etc.
   b. profit deduction
   c. skills/labour charge deduction
   d. list/deduct retail cost of sundries and floral materials

8. prepare a quotation to include 6 types of design.

Underpinning knowledge

The candidate will be able to

1. plan a wide range of tied designs from across the range in Appendix C
   a. list sundries, floral materials and accessories
   b. sketch and label designs
   c. evaluate design ideas

d. show development of ideas

2. state methods of construction of a wide range of tied designs

3. describe influences on a range of tied design to include
   a. emotional influences (designer / client / occasion)
   b. botanical influences
   c. craft influences (techniques)
   d. cultural influences
   e. design influences (methodology)

4. compare different methods of presentation
   a. state their benefits in different situations
   b. describe the advantages and limitations of the packaging materials listed in Appendix D

5. evaluate tied designs
   a. costing method
   b. interpretation of order requirements
   c. design principles & workmanship
   d. commercial viability.

Unit 006 Technical Floristry Skills – Tied Designs

Outcome 2Incorporate a range of floristry techniques within tied designs

Practical Activities

The candidate will be able to

1. select and incorporate suitable techniques from the range (Appendix B) in the construction of tied designs
    a. use a wide range of materials
    b. make elements of design secure and stable

2. evaluate the components used within tied designs.

Underpinning knowledge

The candidate will be able to

1. define the floristry techniques across the range (Appendix B)

2. compare different techniques and their uses in tied designs.

Unit 007 Technical Floristry Skills – Wired and Glued Designs

Rationale

This unit enables candidates to understand the purpose and importance of wiring and gluing skills and demonstrate different methods of wiring, the use of the correct gauges and the safe use of glue in the construction of a wide range of designs to a high technical competence.

Plant material, flowers, natural and manufactured materials will be used to produce designs that demonstrate correct application of design principles.

A successful candidate of this unit will be able to select and apply techniques from the range listed in appendix A to construct a variety of wired and glued designs

Outcomes

1. Construct a variety of different styles of wired and glued designs

2. Incorporate a range of floristry techniques within wired and glued designs

Range

- Wedding
- Gift
- Funeral
- Floral events
- Corporate

See lists and procedure in Appendices B-D

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. A synoptic practical examination, which will sample the practical activities for unit 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge for units 006-010

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling

- security of designs and displays
- poisonous or otherwise dangerous materials

Unit 007 Technical Floristry Skills – Wired and Glued Designs

Outcome 1Construct a variety of different styles of wired and glued designs

Practical Activities

The candidate will be able to

1. identify and produce a minimum of 3 wired bridal designs across the range (appendix C)

2. identify and produce a minimum of 3 other wired designs across the range (appendix C)

3. identify and produce a minimum of 6 designs featuring gluing techniques from across the range (appendix C)

4. apply design principles

5. demonstrate different methods of assembling wired designs

6. demonstrate different methods of assembling glued designs

7. display or package in a suitable way, fit for the occasion
   a. use a suitable method to enhance and / or protect wired and / or glued bridal designs
   b. use a suitable method to enhance and / or protect non bridal wired and glued designs

8. justify the choice of materials to be used in 1-3 above and the method of construction
   a. suitability of materials
   b. construction techniques
   c. finishing techniques
   d. lasting qualities / method of preservation

9. cost up one wired bridal design to calculate the total retail price and evaluate it for commercial viability
   a. list retail cost of sundries and floral materials
   b. appropriate skills / labour charge
   c. profit charge
   d. identify variable factors affecting costing

10. cost down one wired bridal design from a pre-determined retail order value to calculate the value of individual components and evaluate it for commercial viability
    a. profit deduction
    b. appropriate skills / labour charge deduction
    c. list / deduct retail cost of sundries and floral materials
    d. identify variable factors affecting costing.

Underpinning knowledge

The candidate will be able to

1. plan a wide range of wired and glued designs from across the range (Appendix C)
   a. list sundries, floral materials and accessories
   b. sketch and label designs
   c. evaluate design ideas
   d. show development of ideas

2. state methods of construction of a wide range of wired and glued designs

3. state the gauges used for wired designs and explain the reasons for their use

4. describe influences on the range of wired and glued designs to include
   a. emotional influences (designer / client / occasion)
   b. botanical influences
   c. craft influences (techniques)
   d. cultural influences
   e. design influences (methodology)

5. compare different methods for presentation of wired and glued designs
   a. state their benefits in different situations
   b. describe the advantages and limitations of the materials in the range in (Appendix D)

6. evaluate wired and glued designs
   a. costing method
   b. interpretation of order requirements
   c. design principles & workmanship
   d. commercial viability

Unit 007 Technical Floristry Skills – Wired and Glued Designs

Outcome 2Incorporate a range of floristry techniques within wired and glued designs

Practical Activities

The candidate will be able to

1. select and demonstrate the use of suitable wiring techniques within designs
   a. loop stitch
   b. single leg mount
   c. double leg mount
   d. support wiring
   e. mount wiring
   f. pinning
   g. binding

2. select and demonstrate the use of suitable gluing techniques / products within designs
   a. hot glue gun
   b. solvent based glue
   c. water based glue / PVA / paste
   d. glue dots / double sided tape
   e. spray adhesive / aerosol
   f. stick glue

3. evaluate the techniques used within wired designs, including an awareness of health and safety requirements

4. evaluate the techniques used within glued designs including an awareness of health and safety requirements.

Underpinning knowledge

The candidate will be able to

1. define the floristry techniques across the range (Appendix B)

2. compare different techniques and their uses in wired designs

3. compare different techniques and their uses in glued designs

4. describe the methods of construction and assembly used for wired & glued designs.

Unit 008 Floristry Designs in a medium

Rationale

This unit enables candidates to construct a wide range of designs using a medium to a high standard of technical competence.

Plant material, flowers, natural and manufactured materials will be used to demonstrate correct application of design principles

A successful candidate of this unit will be able to select and apply techniques from the range to construct a variety of designs using a range of mediums (Appendix E).

Outcomes

The candidate will be able to

1. Construct a variety of different styles of designs in mediums

2. Incorporate a range of floristry techniques within designs in medium

Range

- Wedding
- Gift
- Funeral
- Floral events
- Corporate

See lists and procedure in Appendices B-E

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. A synoptic practical examination, which will sample the practical activities for unit 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge for units 006-010

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.

- manual handling
- security of designs and displays
- poisonous or otherwise dangerous materials

Unit 008 Floristry Designs in a medium

Outcome 1Construct a variety of different styles of designs in mediums

Practical Activities

The candidate will be able to

1. identify and produce a minimum of 6 designs in media across the range (Appendix C)

2. apply design principles

3. add accessories to designs for decorative effect

4. display or package designs in a suitable way, fit for the occasion.
   a. use a suitable method to enhance and / or protect designs in mediums

5. justify the choice of materials to be used in designs in mediums and the method of construction
   a. suitability of materials
   b. construction techniques
   c. finishing techniques
   d. lasting qualities

6. cost up one design in a medium to calculate the total retail price and evaluate it for commercial viability
   a. list retail cost of sundries and floral materials
   b. appropriate skills / labour charge
   c. profit charge
   d. identify variable factors affecting costing

7. cost down one design in a medium from a pre-determined retail order value to calculate the value of individual components and evaluate it for commercial viability
   a. standard deductions: delivery, relay deductions etc.
   b. profit deduction
   c. appropriate skills / labour charge deduction
   d. list / deduct retail cost of sundries and floral materials
   e. identify variable factors affecting costing.

Underpinning knowledge

The candidate will be able to

1. plan a wide range of designs in mediums from across the range
   a. list sundries, floral materials and accessories
   b. sketch and label designs

c. evaluate design ideas
d. show development of ideas

2. state methods of construction of a wide range of designs in mediums

3. describe influences on a range of designs in mediums to include
   a. emotional influences (designer / client / occasion)
   b. botanical influences
   c. craft influences (techniques)
   d. cultural influences
   e. design influences (methodology)

4. compare different methods of presentation
   a. state their benefits in different situations
   b. describe the advantages and limitations of the materials in the range (Appendix D)

5. evaluate designs in mediums
   a. costing method
   b. interpretation of order requirements
   c. design principles & workmanship
   d. commercial viability.

Unit 008 Floristry Designs in a medium

Outcome 2Incorporate a range of floristry techniques within designs in mediums

Practical Activities

The candidate will be able to

1. select and incorporate suitable techniques from the range (appendix B) in the construction of designs in a medium
    a. use a wide range of materials
    b. make elements of design secure and stable

2. evaluate the components used within designs in media.

Underpinning knowledge

The candidate will be able to

1. define the floristry techniques across the range (appendix B)

2. compare different techniques and their uses in creating design in mediums.

Unit 009 Technical floristry skills - Design Trends

Rationale

This unit focuses on the construction and presentation of a wide range of designs, to a high technical competence, using current trends as inspiration. In addition, candidates will identify significant retail trends and florists influencing international floral design.

Plant material, flowers, natural and manufactured materials will be used to meet design principles.

The successful candidate will be able to interpret design principles and apply current trends to the construction of designs.

Outcomes

1. Construct and present floral designs influenced by current trends.

2. Incorporate a range of floristry techniques within designs influenced by current trends.

3. Investigate retail trends and factors influencing developments in floral design.

Range

- Wedding
- Gift
- Funeral
- Floral events
- Corporate

See lists and procedure in Appendices B-E

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. A synoptic practical examination, which will sample the practical activities for unit 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge for units 006-010

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.

- manual handling
- security of designs and displays
- poisonous or otherwise dangerous materials

Unit 009 Technical floristry skills - Design Trends

Outcome 1Construct & display floral designs influenced by current trends

Practical Activities

The candidate will be able to

1. identify and produce a minimum of 6 designs influenced by current trends across the range (Appendix C)

2. apply design principles

3. display designs using an appropriate method in order to
   a. promote impulse sales
   b. create themed displays
   c. encourage add-on sales.

Underpinning knowledge

The candidate will be able to

1. plan a wide range of designs influenced by current trends from across the range (appendix C)
   a. list sundries, floral materials and accessories
   b. sketch and label designs
   c. evaluate design ideas
   d. show development of ideas

2. state methods of construction of a wide range of designs influenced by current trends

3. describe influences on a range of design trends to include
   a. emotional influences (designer / client / occasion)
   b. botanical influences
   c. craft influences (techniques)
   d. cultural influences
   e. design influences (methodology)

4. explain the importance of presentation, merchandising and display methods to promote sales of designs that interpret design trends.

Unit 009 Technical floristry skills - Design Trends

Outcome 2Incorporate a range of floristry techniques within designs influenced by current trends

Practical Activities

The candidate will be able to

1. select and incorporate techniques from the range (Appendix B), (including any techniques not previously covered in Units 006, 007or 008), in the construction of designs influenced by current trends
    a. use a wide range of materials
    b. make elements of design secure and stable

2. evaluate the components used within designs influenced by current trends.

Underpinning knowledge

The candidate will be able to

1. define the floristry techniques across the range,(Appendix B), (including any techniques not previously covered in Units 006,007or 008)

2. compare different techniques and their uses in creating designs influenced by current trends.

Unit 009 Technical floristry skills - Design Trends

Outcome 3 Investigate retail trends and factors influencing developments in floral design

Practical Activities

The candidate will be able to

1. use information sources to analyse current and future retail trends

2. identify and evaluate the work of significant florists actively engaged in setting design trends within the floristry industry.

Underpinning knowledge

The candidate will be able to

1. describe the role of the Flower Council of Holland, Flowers & Plants association and others in interpreting retail trends for the floristry sector

2. identify examples and make comparisons to show varied interpretation and exploitation of trends within the retail sector
   a. media / TV / magazines / billboards / internet etc
   b. merchandising techniques / point of sale materials / packaging
   c. seasonal interpretation / fashion shows / colours / fabrics
   d. product innovations / technical developments

3. describe the influence on floral design trends of significant floral designers within a national and international context

4. explain the importance of commercial viability to the retail florist
   a. supply & demand
   b. innovation versus viability
   c. short term & long term trends
   d. floral designer versus florist.

Unit 010 Design Concepts for Floristry

Rationale

This unit enables candidates to investigate, analyse, interpret and apply international floral design terminology, concepts and principles.

Plant material, flowers, natural and manufactured materials will be used to demonstrate correct application of design concepts.

The successful candidate will demonstrate a sound theoretical understanding of design concepts and the ability to create viable floral designs that accurately interpret design specifications.

Outcomes

1. Investigate and analyse the principles & elements of design
2. Create floral designs that accurately interpret a basic design schema

Range

- Weddings
- Funeral
- Floral arrangements
- Events
- Plant displays

See lists and procedure in Appendices B-E

Assessment

The outcomes for this unit will be assessed on evidence resulting from

1. An integrated, externally set assignment, which will test practical activities and underpinning knowledge for units 006-010

NB

Throughout this qualification the following must be taken into account

- Meticulous standards of workmanship are expected throughout
- Commercial speed is expected
- Health & safety requirements. Risk assessments must be carried out or monitored for all work carried out, especially with regard to
    - equipment, such as knives, secateurs, hot glue guns etc.
    - manual handling
    - security of designs and displays
    - poisonous or otherwise dangerous materials

Unit 010 Design Concepts for Floristry

Outcome 1Investigate and analyse the principles & elements of design

Practical Activities

The candidate will be able to

1. produce a portfolio of evidence to show diverse research and analysis of the principles of design
   a. balance
   b. dominance
   c. contrast
   d. harmony
   e. rhythm
   f. proportion

2. produce a portfolio of evidence to show diverse research and analysis of the elements of design
   a. form
   b. colour
   c. texture
   d. space
   e. line (movement).

Underpinning knowledge

The candidate will be able to

1. explain how to select and use materials in order to create balance.
   a. actual & visual
   b. space / form / texture / colour / line (movement)

2. explain how to select and use materials in order to create dominance.
   a. single focal point / focal line / multiple focal points
   b. space / form / texture / colour / line (movement)

3. explain how to select and use materials in order to create contrast
   a. space / form / texture / colour / line (movement)

4. explain how to select and use materials in order to create harmony
   a. space/ form/ texture/ colour/ line (movement)

5. explain how to select and use materials in order to create rhythm
   a. placement of flowers / lines
   b. space / form / texture / colour / line (movement)

6. explain how to select and use materials in order to create correct proportion
   a. space / form / texture / colour / line (movement)

7. identify floral and non-floral examples to explain the elements of design
   a. form: points, lines, planes, volumes, organic, geometric
   b. colour: simple & complex , colour harmonies

c. texture: actual & visual
d. space: positive, negative, enclosed, volumetric
e. line: simple & complex / movement.

Unit 010 Design Concepts for Floristry

Outcome 2Create floral designs that accurately interpret a basic design schema

Practical Activities

The candidate will be able to

1. create floral designs to demonstrate understanding of symmetry and asymmetry

2. create floral designs to demonstrate understanding of arrangement categories
   a. decorative / vegetative / form-linear

3. create floral designs to demonstrate understanding of lines
   a. radial / parallel / crossing

4. create floral designs to demonstrate understanding of flower placements
   a. even distribution
   b. random / scattered distribution
   c. varied density
   d. grouped
      i. symmetrical
      ii. asymmetrical (dominant, sub-dominant, contrasting)
   e. rows & lines (simple, sequencing (ascending & descending), rhythmic)

Underpinning knowledge

The candidate will be able to

1. explain how to select and use materials in order to create symmetry
   a. decorative
   b. vegetative
   c. form – linear

2. explain how to select and use materials in order to create asymmetry
   a. decorative
   b. vegetative
   c. form – linear

3. explain how to select and use materials in order to create various line arrangements
   a. radial
   b. parallel
   c. crossing

4. explain the design possibilities that can be created using various patterns of flower placement
   a. even distribution
   b. random / scattered distribution

c. varied density
d. grouped
    i. symmetrical
    ii. asymmetrical (dominant, sub-dominant, contrasting)
e. rows & lines [simple, sequencing (ascending & descending), rhythmic].

Appendix A

Unit 1 Botanical Identification list
Candidates are expected to have prior knowledge of product identification and this unit is intended to develop knowledge of a more diverse and less common product range. As such the range covered **must not** include the materials listed below as these have previously been covered by City & Guilds Awards at Level 1, 2 & 3. However, the candidate will be expected to demonstrate knowledge of plant identification from across the full range from level 1, 2, 3, & 4.

List of materials appropriate to each level

Level 1

Verbal or Written identification by Common Name or Genus only. Range: 10 x Cut Flowers, 10x Cut foliage, 10x Pot plants. Spelling is not tested at this level. Students should be encouraged to learn 'Cultivar' or Variety names where appropriate, but these will not be assessed.

Cut Flowers	Cut Foliages	Pot Plants
Basic range only	Basic range only	Basic range only

Level 2

Candidates are required to identify the floral materials listed by:
- Botanical name: Genus, Species, 'Cultivar' or Variety.
- Common name
- Stem Structure
- Normal Seasonal Availability

Candidates will compile a plant profile to include all items listed.
Candidates will also be tested via an identification test of 30 items taken from the list below, (10 flowers, 10 foliage and 10 plants).

Cut Flowers	**Cut Foliages**	**Pot Plants**
Aconitum napellus	Arachnoides adiantiformis	Adiantum raddianum
Agapanthus praecox	Asparagus setaceus	Aechmea fasciata
Allium hybrids	plumosus	Ananus comosus
Alstromeria hybrids	Asparagus umbellatus	Asparagus sprengerii
Anemone coronaria	Aspidistra elatior	Aspidistra elatior
Anigozanthus flavidus	Buxus sempervirens	Asplenium nidus
Anthurium andreanum	Eucalyptus cinerea	Begonia elatior
Aster novi-belgii	Eucalyptus parvifolia	Calceolaria
Bouvardia longiflora	Fatsia japonica	Chamaedorea elegans
Bupleurum griffithi	Galax	Chrysanthemum indicum
Campanula pyramidalis	Gaultheria shallon	Chlorophytum comosum
Carthamus tinctorius	Hedera	Cissus rhombifolia
Celosia argentea cristata	Hosta	Codiaeum variegatum sp.
Chamelaucium uncinatum	Hypericum	Cyclamen persicum
Chrysanthemum indicum	Ilex	Cymbidium
Cymbidium Orchid	Myrtus communis	Dieffenbachia seguine
Dahlia	Philodendron 'Xanadu'	Euphorbia pulcherrima

Delphinium ajacis Dendrobium Dianthus caryophyllus Eremurus stenophyllus Eryngium planum Euphorbia fulgens Eustoma russellianum Freesia Gerbera jamesonii Gladiolus Gypsophila paniculata Helianthus annuus Hippeastrum Heliconia caribaea Hyacinthus orientalis Iris hollandica Lathyrus odoratus Liatris spicata Lilium (Asiatic hybrids) Lilium longiflorum Lilium (Oriental hybrids) Limonium sinuatum Mathiola incana Molucella laevis Narcissus Nerine bowdenii Ornithogalum thyrsoides Phlox paniculata Ranunculus asiaticus Rosa hybrids Scabiosa caucasica Scilla Sedum spectabile Solidago hybrids Syringa vulgaris Trachelium caeruleum Triteleia corrina Tulipa hybrids Veronica longifolia Zantedeschia aethiopica	Pittosporum tobira Pittosporum tenuifolium Prunus Ruscus hypophyllum Salix babylonica 'Tortuosa' Viburnum tinus Xerophyllum tenax	Fatsia japonica Ficus benjamina Ficus elastica Ficus pumila Fuchsia Hedera helix Hydrangea macrophylla Hypoestes sanguinolenta Impatiens Kalanchoe blossfeldiana Maranta leuconeura Monstera deliciosa Nephrolepsis exaltata Pelargonium Philodendron scandens Rhododendron simsii Saintpaulia ionatha Sansevieria trifasciata Sinningia Senecio cruenthus Solanum capsicastrum Spathiphyllum Stephanotis floribunda Tradescantia fluminensis Yucca elephantipes

Level 3

Candidates are required to identify all materials listed below by:

- Botanical name: Genus, Species, 'Cultivar' or Variety.
- Common name
- Stem Structure
- Normal Seasonal Availability

Candidates will compile a plant profile to include all items.
Candidates will be also be tested via an identification test of 30 items taken from the list below and the full list specified at level 2.
A penalty will be imposed for incorrect spelling

Cut Flowers	Cut Foliages / Berries / Fruits	Pot Plants
Achillea filipendulina	Ananas comosus	Abutilon hybrids
Acacia dealbata	Anthurium andreanum	Acorus gramineus
Ageratum houstonianum	Asparagus asparagoides	Aglaonema commutatum
Alchemilla mollis	Asparagus densiflorus	Aloe variegata
Allium sphaerocephalon	Asparagus virgatus	Anthurium andreanum
Alstroemeria (8x Cultivars)	Brassica oleracea	Asplenium nidus
Amaranthus caudatus	Brunia albiflora	Begonia boweri
Ammi majus	Callicarpa	Begonia rex
Asclepias tuberose	Camellia japonica	Bougainvillea glabra
Astilbe japonica	Capsicum annuum	Calathea sp.
Astrantia major	Chamaecyparis	Calceolaria hybrids
Banksia hookeriana	Chameadorea	Cissus rhombifolia
Calendula officinalis	Chamaerops	Clivia miniata
Callistephus chinensis	Cornus alba	Cocos nucifera
Campanula glomerata	Corylus avellana	Coleus blumei hybrids
Cattleya Orchid	Cotinus coggyria	Cordyline fruticosa hybrids
Celosia argentea plumosa	Cyperus glaber	Crassula hybrids
Centaurea cyanus	Cyperus papyrus	Crocus
Chrysanthemum indicum	Dracaena sanderiana	Cryptanthus
(x10 Cultivars)	Equisetum hyemale	Ctenanthe sp.
Convallaria majalis	Gossypium	Dracaena fragrans
Craspedia globosa	Grevillea	Dracaena marginata
Crocosmia hybrids	Hibiscus trionum	Echiveria sp.
Curcuma alismatifolia	Laurus nobilis	Epidendrum sp.
Delphinium hybrids	Ligustrum	Erica sp.
Dianthus barbatus	Liriope muscari	Euonymous japonica
Dianthus caryophyllus (8x	Mahonia	Exacum affine
Cultivars)	Malus	Fittonia verschaffeltii
Digitalis	Panicum grass	Galanthus nivalis
Eustoma russellianum (6x	Pennisetum	Gardenia jasminoides
Cultivars)	Phormium tenax	Guzmania hybrids
Forsythia intermedia	Photinia fraseri	Hibiscus rosa-sinensis
Freesia (8x Cultivars)	Pinus strobes	Hoya carnosa
Fritillaria meleagris	Pistacia	Hypoestes phyllostachya
Genista fragrans	Prunus laurocerasus	Impatiens hybrids
Gerbera (8x Cultivars)	Quercus	Jasminum polyanthum
Gladiolus colvillei syn G.	Rhododendron	Lithops
nanus	Rosmarinus officinalis	Maranta leuconeura
Gloriosa rothschildiana	Ruscus hypoglossum	Medinilla magnifica

Godetia grandiflora	Setaria grass	Musa hybrids
Gomphrena globosa	Skimmia japonica	Nertera granadensis
Helenium cultivars	Sphagnum	Passiflora caerulea
Helichrysum bracteatum	Strelitzia reginae	Pelargonium hybrids
Heliconia pendula	Symphoricarpus	Pellaea rotundifolia
Helleborus niger	Tillandsia usneoides	Peperomia caperata
Hydrangea macrophylla	Triticum grass	Phalaenopsis sp.
Ilex verticillata	Tsuga heterophylla	Pilea cadierei
Ixia hybrids	Typha latifolia	Platycerium bifurcatum
Kniphofia hybrids	Weigela florida	Primula acaulis
Lavandula angustifolia	Zea	Primula obconica
Leucadendron		Pteris cretica
Leucospermum cordifolium		Rhododendron simsii
Lilium (5xAsiatic hybrids)		Saintpaulia hybrids
Lilium (5xOriental hybrids)		Sansevieria trifasciata
Limonium hybrids		Schefflera arboricola
Lunaria annua		Schlumbergera sp.
Lysimachia clethroides		Scirpus cernuus
Mentha spicata		Sedum sieboldii
Monarda didyma		Selaginella hybrids
Muscari armeniacum		Solanum pseudocapsicum
Narcissus hybrids		Soleirolia soleirolii
Nigella damascene		Spathiphyllum sp.
Oenthera		Streptocarpus hybrids
Oncidium Orchid		Syngonium sp.
Origanum vulgare		Tolmiea menziesii
Ornithogalum arabicum		Tradescantia sp.
Paeonia lactiflora		Vriesea splendens
Papaver somniferum		Yucca elephantipes
Papaver nudicaule		Zamioculas zamiifolia
Paphiopedilum		
Physalis alkekengi		
Physostegia virginiana		
Polianthes tuberosa		
Protea neriifolia		
Ranunculus asiaticus		
Rosa (15x Cultivars)		
Rudbeckia nitida		
Sandersonia aurantiaca		
Saponaria officinalis		
Scabiosa caucasica		
Scilla sp		
Sedum spectabile		
Solidaster luteus		
Spirea nipponica		
Stephanotis floribunda		
Stillingia sp.		
Strelitzia reginae		
Tagetes patula		
Tanacetum parthenium		
Trollius hybrid		
Tulipa (10x Cultivars)		

Vanda Orchid Viburnum opulus Zantedeschia (5x Cultivars) Zinnia elegans		

Level 4 – Higher Diploma in Floristry

Candidates are required to identify all materials listed in Appendix A at level 2 and 3, plus the floral materials listed below by:

- Botanical name: Genus, Species, 'Cultivar' or Variety.
- Common name
- Normal Seasonal Availability

Candidates will be tested on this knowledge via an identification test (30 items)
Spellings must be correct

Cut Flowers	Cut Foliages	Pot Plants
Alpinia pupurata	Anthurium crystallinium	Achimenes hybrids
Antirrhinum majus	Arbutus unedo	Aeschynanthus speciosus
Aquilegia sp.	Artemisia	Alocasia x amazonica
Arachnis Orchid	Cucurbita pepo	Aphelandra squarrosa
Cestrum sp.	Cynara scolymus	Beloperone gutta
Chelone obliqua	Grimmia pulvinata	Caladium bicolour
Cirsium japonicum	Leucadendron argenteum	Ceropegia woodii
Echinacea purpurea	Leucothoe	Columnea sp.
Echinops	Nelumbo nucifera	Dionaea muscipula
Eucharis grandiflora	Rubus fruiticosus	Dipladenia hybrids
Eupatorium purpureum	Vaccinium	Epipremnum pinnatum
Euphorbia marginata	Xanthorrhoea australis	Ixora sp.
Hydrangea paniculata		Juncus sp.
Iris atropurpurea		Miltonia sp.
Ornithogalum dubium		Muehlenbeckia complexa
Ornithogalum saundersiae		Oxalis sp.
Polygonatum mutiflorum		Platycodon grandiflorus
Tanacetum vulgare		Plectranthus coleoides
Trifolium ochroleucum		Plumbago sp.
		Rhipsalidopsis sp.
		Sarracenia sp.
		Saxifrage stolonifera
		Senecio rowleyanus
		Sinningia hybrids

Appendix B Range for the practical units 006-010

The tables in Appendices B-D have been designed to allow candidates to tick off the techniques, styles and packaging materials in the construction method column and enter the relevant unit in the unit column. All of the techniques, styles and packaging materials must be covered at least once over units 006-010 and the grid enables this to be tracked.

Design Techniques	Unit	Tied	Wired	Glued	Medium
Baling					
Banding					
Basing					
Binding					
Bundling					
Caging					
Clamping					
Clustering					
Cupping					
Feathering					
Framing					
Gluing					
Graduating					
Grouping					
Lacing					
Layering					
Mirroring					
Parallel					
Pavé					
Pillowing					
Pinning					
Plaiting					
Pleating					
Rolling					
Shadowing					
Sheltering					
Spiralling					
Stacking					
Stapling					
Taping					
Terracing					
Threading					
Tying / Knotting					
Veiling					
Weaving					
Wedging					
Winding					
Wiring					
Wrapping					
Zoning					

Appendix C

Range of Designs	Unit	Tied	Wired	Glued	Medium
Asymmetrical					
Symmetrical					
Decorative					
Vegetative					
Form-Linear					
Radial Lines					
Parallel Lines					
Free Arrangement of Lines					
Single Centre of Growth / Focal point					
Multiple Centres of Growth / Focal Points					
All round design					
Front facing design					
Posy form					
Shower form					
Semi crescent form					
Cube Form					
Cone Form					
Pyramid Form					
Based frame with round edges					
Based frame with inner and outer edge					
Based frame with 8 points / Corners					
Figurative / Preformed Base					
Accessory					
Body Adornment					
Novelty					
Garland					
2 dimension / Collage					
Hanging design					
Wall design					
Planted Design					

Appendix D

Packaging Materials	Unit	Tied	Wired	Glued	Medium
Cellophane					
Branded Paper					
Craft Paper					
Brown Paper					
Fabric					
Fabric wrap					
Preformed boxes					
Self – formed boxes					
Tissue					
Ribbons/trims/raffia					
Gift Cards / Care cards / tags					
Branded items					

Appendix E

All of the mediums in Appendix E must be covered at least once

Range of Mediums	Unit in which covered	Medium
Floral foam		
Moss		
Straw / hay		
Gel crystals		
Other manmade products		
Biodegradable		
Recycled materials		
Clay		

Useful contacts

UK Centres	
Registrations, Exam entries (Dated/On-Demand/E-volve Scheduling), invoices, Missing or late exam materials, Results entries, Certification. Publication enquiries: logbooks, centre documents, forms, free literature.	E: **centresupport@cityandguilds.com**
Quality support (new centres) For Sales advice and support For quality assurance	 E: **directsales@cityandguilds.com** E: **csdirect@cityandguilds.com**
TechBac enquiries	E: **Techbac@cityandguilds.com**
International centres	
Quality assurance, sales advice, results, entries, enrolments, invoices, missing or late exam materials	Please contact your local office: **www.cityandguilds.com/aboutus/international**
UK centres	
General e-assessment (e-volve) support Enquiries	E: **evolvesupport@cityandguilds.com**
UK learners	
General qualification information	E: **learnersupport@cityandguilds.com**
International learners	
General qualification information	E: **learnersupport@cityandguilds.com**
Employer	
Employer solutions including, Employer Recognition: Endorsement, Accreditation and Quality Mark, Consultancy, Mapping and Specialist Training Delivery	E: **business@cityandguilds.com**

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