City & Guilds Level 5 Master Diploma of Professional Floristry (NDSF)

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	0344-511 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 46-51
V2.1 Feb 2022	Addition of TQT and GLH	Introduction

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Introduction

This qualification is aimed at candidates who

- have completed the Level 4 Higher Diploma in Floristry (ICSF) or Intermediate Certificate Society of Floristry
- are seeking progression to level 5 in professional floristry

Aims

To provide a level 5 qualification in professional floristry to meet the needs of candidates and employers/ trainers and the self-employed, 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 5
- a competent workforce at level 5
- a suitable qualification for progression from level 4
- an accredited qualification to replace the National Diploma Society of Floristry

General Information

The qualification is suitable for florists established in the industry and qualified to level 4. 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 ICSF or Level 4 Higher Diploma of Floristry (ICSF) 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 assessments. It is also essential that candidates have industrial experience while accessing the qualification.

General Structure and Qualification Endorsement

To gain the Level 5 Master Diploma of Professional Floristry, candidates must pass all ten units.

Unit 001: Applied Botanical Concepts & Practices for Floristry
Unit 002: International Studies for Floristry
Unit 003: Floral Event Management
Unit 004: Business Management for Floristry
Unit 005: Marketing & Promotion Management for Floristry
Unit 006: Professional Floristry Skills – Tied Designs
Unit 007: Professional Floristry Skills – Wired & Glued Designs
Unit 008: Professional Floristry Skills – Designs in Mediums
Unit 009: Professional Floristry Skills – Design Innovations

Unit 010: Professional Design Concepts for Floristry

Title and level	GLH	TQT	City & Guilds qualification number	Ofqual accreditation number
Level 5 Master Diploma in Professional Floristry (NDSF)	300	450	0344-50	500/1292/7

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: 0344-512 **Paper title: Level 5 Master Diploma of Professional Floristry- written paper**			
Test duration: 3 hours		**Total number of questions: 5**	
Unit	**Title**	**Number of questions**	**% of marks**
001	Applied Botanical Concepts & Practices For Floristry	1	20
002	International Studies for Floristry	1	20
003	Floral Event Management	1	20

004	Business Management for Floristry	1	20
005	Marketing & Promotion Management for Floristry	1	20

Paper number: 0344-511 **Paper title: Level 5 Master Diploma of Professional Floristry - practical paper**			
Test duration: 4.5 hours		**Total number of questions: 4**	
Unit	**Title**	**Number of questions**	**% of marks**
006	Professional Floristry Skills – Tied Designs	1	25
007	Professional Floristry Skills – Wired & Glued Designs	1	25
008	Professional Floristry Skills – Designs in Mediums	1	25
009	Professional Floristry Skills – Design Innovations	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 (NDSF) and have had training in assessment.

The practical activities are assessed by 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 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

Unit	Title	Lantra unit	element	pc's
001	Applied Botanical Concepts & Practices for Floristry	CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,4,5,6,a,c,d,e
		CU148	CU148.3	3,4,5,6,7,8,b,c,d
		C.3 (DTNO)	C.3.1	7,8,11,b,e,f,m
002	International Studies for Floristry			
003	Floral Event Management	CU96	CU96.1	1,2,3,4,5,6,7,a,b,c,f,g,h,i,j,k
			CU96.2	1,2,3,4,5,6,a,b,e,fg,h,j
		CU106	CU106.2	1,2,3,4,5,6,a,b,c,d,e,f,g,h,i
		CU148	CU148.1	4,6,a,b,e,f,h,i,k,
004	Business Management for Floristry	FL10	FL10.2	3,4,5,6,7,8,12,a,b,c,d,e
		FL11	FL11	1,2,4,5,6,7,8,9,a,b,c,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
		CU108	CU108.2	6,c
		CU148	CU148.1	2,4,6,7,8,b,k,l
			CU148.3	3,4,5,b,c,d,
		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 Management for Floristry	CU96	CU96.1	b
		CU108	CU108.1	1,2,3,4,5,6,7,a,b,c,d,e,f,g,h,i,j
			CU108.2	1,2,4,5,a,b,c,d,e,g
006	Professional Floristry Skills – Tied Designs	CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,4,5,6,a,c,d,e
007	Professional Floristry Skills – Wired & Glued Designs	CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,4,5,6,a,c,d,e
008	Professional Floristry Skills – Designs in Mediums	CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,4,5,6,a,c,d,e
009	Professional Floristry Skills – Design Innovations	CU106	CU106.1	1,2,3,4,5,6,7,a,b,c,d
			CU106.2	1,2,4,5,6,a,c,d,e
010	Professional 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 Applied Botanical Concepts & Practices for Floristry	C3 part C4 part		ICT3 part		LP4 part	PS3.1/2/3 PS4 part
002 International Studies for Floristry	C4 part		ICT3 part		LP4 part	PS3.1/2/3 part PS4 part
003 Floral Event Management	C3.1/2/3 C4 part	N3 part N4 part	ICT3 part	WO4 part	LP4 part	PS3.1/2/3
004 Business Management for Floristry	C4 part	N3 part N4 part	ICT3 part	WO3 part WO4 part	LP4 part	PS4 part
005 Marketing & Promotion Management for Floristry	C3 part C4 part		ICT 3.1/2/3		LP4 part	PS3.1/2/3 PS4 part
006 Professional Floristry Skills – Tied Designs	C4 part	N3 part				PS3 part
007 Professional Floristry Skills – Wired & Glued Designs		N3 part				PS3 part
008 Professional Floristry Skills – Designs in Mediums		N3 part				PS3 part
009 Professional Floristry Skills – Design Innovations		N3 part				PS3 part

010 Professional Design Concepts for Floristry		N3 part				PS3 part

Note that it is difficult at this level to assign specific key skills, particularly those at level 4, to individual units and through the integrated assignments there may be additional opportunities to evidence key skills.

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	
002	X		X	X
003			X	
004			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 Applied botanical concepts and floristry practices

Rationale

This unit covers management of the selection, buying, storage and quality control of plant material and analysis of the plant problems that can be caused by environmental conditions. In addition candidates will be able to assess the impact of floristry practices on the environment.

The successful candidate will be able to manage the buying of plant material, its preparation and the environment in which it is kept, in order to maximise shelf life and sales. Candidates will also be able to improve work practices to reduce environmental impact.

Outcomes

1. Forecast potential plant problems that relate to environmental conditions
2. Manage the selection, buying, storage and quality control of plant material.
3. Evaluate the environmental impact of floristry practices

Range

- Cut flowers
- Cut foliages
- Mosses and lichens
- Fruits, nuts, berries and other plant structures
- Potted plants

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 units 001-003

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
- 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 Applied botanical concepts and floristry practices

Outcome 1 Forecast potential plant problems that relate to environmental conditions

Practical Activities

The candidate will be able to

1. identify plant and flower problems due to environmental conditions

2. forecast the lasting qualities of plant materials

3. advise customers on the care of flowers and plants including choice materials.

Underpinning knowledge

The candidate will be able to

1. describe plant problems associated with the environmental conditions provided by
    a. grower
    b. wholesaler / supply chain
    c. retailer
    d. customer

2. describe the processes affecting the lasting qualities of plant materials
    a. natural senescence
    b. premature senescence
    c. physiological
    d. morphological

3. describe the care required to maximise the decorative value of a range of pot-plants and floral materials
    a. vase-life of cut-materials
    b. controls / chemical inhibitors
    c. provided by retailer
    d. provided by consumer

Unit 001 Applied botanical concepts and floristry practices

Outcome 2 Manage the selection, buying, storage and quality control of plant material

Practical Activities

The candidate will be able to

1. manage the planning, selection, buying and storage of plant material.

2. develop training plans to ensure quality control of plant material in store and use.

3. identify and describe the characteristics of a minimum of 50 choice cut flowers, foliages and/or floral materials, flowering and foliage plants by genus, species, variety, and cultivar. (See Appendix A).

Underpinning knowledge

The candidate will be able to

1. describe methods of planning the purchase and preparation of plant material.
   a. selection criteria for purchasing quality stock
   b. reasons for buying immature stock
   c. reasons for buying mature stock
   d. appropriate storage

2. describe the factors involved in quality control of plant material
   a. stock rotation
   b. hygiene
   c. environmental conditions
   d. care & conditioning.

Unit 001 Applied botanical concepts and floristry practices

Outcome 3 Evaluate the environmental impact of floristry practices

Practical Activities

The candidate will be able to

1. identify the environmental impact of current work practices throughout the floristry industry
   a. supply chain
   b. retail sector
   c. consumer awareness

2. develop systems to reduce the environmental impact of floristry practices
   a. recycle
   b. reduce waste
   c. evaluate work practices.

Underpinning knowledge

The candidate will be able to

1. describe a range of factors impacting on the environment
   a. international production and post–harvesting methods in floriculture
   b. transportation
   c. use of chemicals

2. evaluate international, national and local controls designed to reduce environmental impact
   a. international agreements
   b. UK government policy
   c. floriculture sector initiatives: e.g. MPS, Florimark, Fair Flowers Fair Plants
   d. local government initiatives

3. specify changes to retail floristry practices that will reduce environmental impact.

Unit 002 International Studies for Floristry

Rationale

This unit focuses on a range of national and cultural factors that impact upon floral design around the world, including national identity and cultural differences for various ethnic groups. The unit also considers the impact of multiculturalism on British floral design.

Candidates will identify a range of information sources to explore differences in nationality and culture, including: People, Books, Art & Architecture, Design & Fashion, Customs & Traditions, History, Religion, etc.

The successful candidate of this unit will be able to select appropriate floral designs for various international clients, occasions, and events. In addition it will be possible to identify multi-cultural influences and differences impacting upon floral design in the UK.

Outcomes

1. Investigate national and cultural factors impacting upon floral design

2. Produce floral designs associated with three countries and cultures

Range

The candidate must cover five countries within the European Union and in addition a minimum of 5 countries from the rest of the world. Where appropriate the candidate should identify significant cultural and / or religious differences that exist within each country, e.g. Catholic, Protestant, Hindu, Islamic, Muslim, Sikh, Jewish, Buddhist etc.

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 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 002 International Studies for Floristry

Outcome 1 Investigate national and cultural factors impacting upon floral design

Practical Activities

The candidate will be able to

1. research and identify national & cultural influences on floral design around the world

2. evaluate the impact of multi-cultural influences on British floral design

Underpinning knowledge

The candidate will be able to

1. describe the key national and cultural characteristics of 5 European and 5 Non-European countries to include
   a. national identity
   b. religious customs /traditions (weddings / funerals etc)
   c. cultural customs traditions
   d. artistic influences: colours / architecture / furnishings / designers / fashion
   e. significance of floral design / floral industry

2. identify significant floral designs or techniques attributable to the countries and/or cultures selected
   a. wedding
   b. funeral
   c. occasion
   d. event

3. describe the influences of multiculturalism on British floral design
   a. the floristry industry's response to diverse customer need, international culture and customs / opportunities for commercial floral design
   b. blending of customs / multi-cultural influences
   c. local / regional demand
   d. design techniques, trends, and innovations

Unit 002 International Studies for Floristry

Outcome 2 Produce floral designs associated with three countries and cultures

Practical Activities

The candidate will be able to

1. produce a floral design from each of three chosen countries with different cultural backgrounds

2. produce labelled illustrations of the three designs

3. evaluate the techniques used within the floral designs created.

Underpinning knowledge

The candidate will be able to

1. describe the range of materials available from the chosen countries to include
   a. flowers and foliages
   b. containers and bases
   c. accessories
   d. natural materials used

2. describe the key characteristics of the floral designs created
   a. traditional method of assembly
   b. method used / modifications and adaptations
   c. design opportunities or limitations: appropriate flowers, colours, shapes etc.
   d. commercial viability.

Unit 003 Floral Event Management

Rationale

This unit covers the skills required to undertake a complex floral event or project. This includes interpretation of a client brief and the design, planning, management and evaluation of a complex floral event.

The successful candidate will be able to design, plan, manage and evaluate a complex floral event or project

Outcomes

1. identify and implement the management skills required to plan, undertake and evaluate a complex floral event
2. plan and present a scheme of decoration for a floral event.

Range

Candidates must base all tasks on **one** suitable complex project from the range

Private event: Wedding, Anniversary Party, Birthday Party, Religious Ceremony etc
Corporate event: Formal Dinner, Corporate Party, Exhibition, Conference, Promotional event, etc.
Alternatively, candidates may negotiate a complex commercial project that fulfils the rationale.

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 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
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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 003 Floral Event Management

Outcome 1Identify and implement the management skills required to plan, undertake and evaluate a complex floral event.

Practical Activities

The candidate will be able to

1. plan one complex project from the range, including feasibility study

2. select and apply event management skills to complete one complex project from the range

3. analyse and evaluate the success of the selected floral event in terms of commercial viability.

Underpinning knowledge

The candidate will be able to

1. describe a range of management skills used to plan a complex floral event, to include
   a. client interview/ liaison
   b. interpretation of a design brief
   c. venue analysis
   d. event costing & variables
   e. preparation of a formal quotation
   f. terms & conditions of supply
   g. buying procedures
   h. event buying lists
   i. staffing requirements, delegation & work plans / schedules
   j. logistics
   k. SWOT analysis
   l. health & safety / risk assessment
   m. insurance
   n. use of event management / project management software packages

2. describe a range of management skills used when implementing plans for a complex floral event, to include
   a. project management & leadership skills
   b. communication methods & interpersonal skills
   c. time management skills (self & team)
   d. quality control procedures
   e. problem solving skills
   f. health & safety / risk assessment

3. describe a range of management skills used when evaluating a complex floral event, to include
   a. identification of strength and weaknesses
   b. record keeping & forward planning
   c. budget / quotation review (assessment of event profitability)
   d. team building & motivation

e. additional marketing and sales opportunities.

Unit 003 Floral Event Management

Outcome 2Plan and present a scheme of decoration for a floral event

Practical Activities

The candidate will be able to

1. interpret a complex design brief and create an appropriate scheme of decoration
2. present design proposals to a client using a viable method
3. adjust a scheme of decoration to reflect improvements and/or client feedback.

Underpinning knowledge

The candidate will be able to

1. analyse a complex design brief to identify
   a. client requirements: themes, styles, colours, etc
   b. design opportunities & interpretation (generic versus bespoke)
   c. budget restrictions or sales opportunities
   d. venue: practical & aesthetic limitations or opportunities
   e. practical / physical restrictions
2. identify & select methods for creating a scheme of decoration for a complex event
   a. storyboard / mood board
   b. samples / photographs
   c. computer software package e.g. PowerPoint
3. plan and deliver a client presentation
   a. time management & structure of presentation
   b. presentation skills
   c. appropriate use of resources
4. adjust a scheme of decoration as a result of
   a. changing client requirements
   b. practical limitations / logistics
   c. budget / time
   d. negotiated improvements.

Unit 004 Business Management for Florists

Rationale

This unit covers business management systems that ensure the smooth running of a floristry business. It encompasses customer care, staff supervision and staff training, security and a working knowledge of retail legislation.

The successful candidate will be able to develop, set up, maintain and evaluate systems for customer care, staff supervision, training, security and compliance with retail legislation.

Outcomes

1. Comply with legislation relevant to retail businesses
2. Develop the policies and procedures necessary for staff recruitment, welfare, selection, training and continuing professional development
3. Maintain accurate records for accounting purposes and to meet legal requirements

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 units 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 Management for Florists

Outcome 1 Comply with legislation relevant to retail businesses

Practical activities

The candidate will be able to

1. use the internet and printed media to locate relevant information

2. write a policy for implementation of legislation.

Underpinning Knowledge

The candidate will be able to

1. describe current legislative requirements
    a. health and safety law. e.g. Health and Safety at Work Act, and relevant regulations COSHH, RIDDOR, risk assessment, HSE requirements and inspections and any current developments. Steps to be taken to ensure workforce awareness on a regular basis to encourage a safe and healthy workplace culture
    b. current employment law, e.g. minimum wage, SSP, SMP, SPP, disability and other discrimination law
    c. supply of goods legislation e.g. Sale Of Goods Act, Trades Descriptions Act and other relevant statutes and regulations

2. describe Insurance requirements
    a. policies legally required and strongly advisable
    b. insurance requirements for staff and the public
    c. insurance record keeping and retention of records
    d. insurance price and service comparisons

3. describe the requirements for waste management / recycling
    a. efficient use of materials
    b. recycling
    c. appropriate disposal methods for hazardous and non-hazardous waste

Unit 004 Business Management for Florists

Outcome 2: Develop the policies and procedures necessary for staff recruitment, welfare, selection, training and continuing professional development

Practical activities

The candidate will be able to

1. write a policy for staff recruitment and retention
2. write a policy and procedure for Continuing Professional Development
3. write job descriptions
4. carry out a simulated staff appraisal
5. evaluate external training provision.

Underpinning knowledge

The candidate will be able to

1. describe methods and sources of staff recruitment
2. describe factors involved with the motivation of staff, rewards and sanctions
3. recognise appropriate and legally correct content of job descriptions
4. explain the purpose, appropriate design and implementation of staff appraisal
5. evaluate the suitability of external training provision
6. explain the importance of employer liaison with external training providers.

Unit 004 Business Management for Florists

Outcome 3 Maintain accurate records for accounting purposes and to meet legal requirements

Practical activities

The candidate will be able to

1. identify invoices, receipts, statements and delivery notes, and appropriate methods for their usage incoming and outgoing

2. use basic elements of single entry bookkeeping

3. maintain financial records

4. reconcile cash register takings

5. analyse the elements of a balance sheet to determine business profitability.

Underpinning Knowledge

The candidate will be able to

1. understand the basic elements of single entry bookkeeping
   a. the construction of a basic set of manual accounts
   b. the construction of a balance sheet and how to analyse its contents
   c. profit and loss and cash flow forecasts
   d. the purpose and use of invoices, receipts, statements and delivery notes both incoming and outgoing

2. explain the legal requirements for record keeping, including why and how long records must be kept.

3. describe VAT regulations affecting small businesses.

Unit 005 Marketing & Promotion Management for Floristry

Rationale

This unit covers the strategies that may be employed to effectively manage the marketing of a floristry business to maximise its sales potential.

Outcomes

1. Carry out a SWOT analysis for marketing purposes

2. Carry out a LEPEST analysis for marketing purposes

3. Produce a strategic marketing plan for a floristry business

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 units 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 005 Marketing & Promotion Management for Floristry

Outcome 1 Carry out a SWOT analysis for marketing purposes

Practical Activities

The candidate will be able to

1. carry out a SWOT analysis of a floristry business in relation to the wider business environment.

Underpinning knowledge

The candidate will be able to

1. identify the elements of SWOT – Strengths, Weaknesses, Opportunities, Threats.

2. describe the relevance of a SWOT analysis to the floristry business on the high street and the wider floristry industry.

Unit 005 Marketing & Promotion Management for Floristry

Outcome 2 Carry out a LEPEST analysis for marketing purposes

Practical activities

The candidate will be able to

1. carry out a LEPEST analysis, using the internet and printed media to locate relevant information

Underpinning Knowledge

The candidate will be able to

1. identify the elements of a LEPEST analysis – Legislative, Environmental, Political, Economic, Social, and Technological

2. describe the relevance of a LEPEST analysis to the floristry business on the high street and the wider floristry world.

Unit 005 Marketing & Promotion Management for Floristry

Outcome 3 Produce a strategic marketing plan for a floristry business

Practical activities

The candidate will be able to

1. analyse the marketing requirements of an existing or future floristry business, using information gathered from research
2. write a marketing plan for a year in the near future
3. set a series of SMART marketing objectives

Underpinning knowledge

The candidate will be able to

1. describe methods to analyse businesses, including, trends and forecasts
2. explain the process of writing a marketing plan
3. explain the setting of SMART objectives – Specific, Measurable, Achievable, Realistic, Time-constrained.

Unit 006 Professional Floristry Skills – Tied Designs

Rationale

This unit covers the application and use of various tying techniques in the production of floral designs using plant material, flowers, fabrics and manufactured products and illustrating design principles.

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

The successful candidate will be able to apply rigorous standards of workmanship to a wide variety and styles of complex hand tied designs, using diverse tying techniques in the production of distinctive designs which meet design principles and high commercial standards.

Outcomes

1. Describe and demonstrate construction methods for complex tied designs

2. Apply a range of specialist floristry techniques within complex 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 units 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge of unit 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 Professional Floristry Skills – Tied Designs

Outcome 1 Describe and demonstrate construction methods for complex tied designs

Practical Activities

The candidate will be able to

1. produce a minimum of 6 hand tied designs, from the range in Appendix C within an acceptable commercial time span

2. apply design principles to create tied designs demonstrating an individual style and interpretation

3. justify the choice of floral materials, accessories, and method of construction used
   a. selection of materials
   b. construction techniques
   c. finishing techniques
   d. method of presentation

4. demonstrate different methods of tying designs
   a. to secure
   b. for decorative purposes

5. optimise presentation of designs and/or display in a suitable way, fit for the purpose or occasion

6. calculate a viable retail value for each design using an appropriate method

7. evaluate the effectiveness of the tied designs using the following criteria
   a. technical competence
   b. interpretation of design schema
   c. commercial viability, potential & profitability.

Underpinning knowledge

The candidate will be able to

1. describe all hand tied designs in the range (Appendix C)

2. produce viable plans for a wide range of tied designs from across the range
   a. list sundries, accessories and packaging materials
   b. list floral materials
   c. produce sketch plans of potential designs
   d. evaluate and modify design ideas

3. state methods of construction of a wide range of complex tied designs

4. describe influences on choice 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)

5. explain how to
   a. plan and calculate the materials needed to complete a range of complex tied designs
   b. predict the amount of time needed to complete a complex design
   c. evaluate and justify the skills charge
   d. calculate and justify the profit charge
   e. calculate and charge VAT appropriately
   f. prepare a quotation for various types of design.

6. compare the use of different packaging materials and the way they may be used to optimise the presentation of complex tied designs.

Unit 006 Professional Floristry Skills – Tied Designs

Outcome 2 Incorporate a range of floristry techniques within complex 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 complex tied designs
   a. use a wide range of materials
   b. make components of the design secure and stable
   c. demonstrate meticulous standards of workmanship

2. evaluate the techniques 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 complex tied designs

3. justify the selection of techniques used and their positive contribution to the completed designs.

Unit 007 Professional Floristry Skills – Wired and Glued Designs

Rationale

This unit covers the application and use of various wiring and gluing techniques in the production of floral designs using plant material, flowers, fabrics and manufactured products and illustrating design principles.

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

The successful candidate will be able to apply rigorous standards of workmanship to a wide variety and styles of complex wired and glued designs, using diverse techniques in the production of distinctive designs which meet design principles and high commercial standards.

Outcomes

1. Describe and demonstrate construction methods for complex wired & glued designs

2. Apply a range of specialist floristry techniques within complex wired & 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 units 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge of unit 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 Professional Floristry Skills – Wired and Glued Designs

Outcome 1 Describe and demonstrate construction methods for complex wired and glued floral designs

Practical Activities

The candidate will be able to

1 identify and produce a minimum of 3 complex bridal designs across the range using wiring methods within an acceptable commercial time span (Appendix C)

2 identify and produce a minimum of 3 other complex wired designs across the range within an acceptable commercial time span (Appendix C)

3 identify and produce a minimum of 6 designs featuring gluing techniques from across the range within an acceptable commercial time span (Appendix C)

4 apply design principles to create wired/glued designs demonstrating an individual style and interpretation

5 justify the choice of floral materials, accessories, and method of construction used
   a. selection of materials
   b. construction techniques
   c. finishing techniques
   d. method of presentation

6 demonstrate different methods of wiring/gluing designs
   a. to secure
   b. for decorative purposes

7 optimise presentation of designs and/or display in a suitable way, fit for the purpose or occasion

8 calculate a viable retail value for each design using an appropriate method

9 evaluate the effectiveness of the wired & glued designs using the following criteria
   a. technical competence
   b. interpretation of design schema
   c. commercial viability, potential & profitability.

Underpinning knowledge

The candidate will be able to

1 describe all wired & glued designs in the range (Appendix C)

2 produce viable plans for a wide range of wired and glued designs from across the range
   a. list sundries, accessories and packaging materials
   b. list floral materials

c. produce sketch plans of potential designs
d. evaluate and modify design ideas

3 state methods of construction of a wide range of complex wired and glued designs

4 describe influences on choice 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 explain how to
a. plan and calculate the materials needed to complete a range of complex wired and glued designs
b. predict the amount of time needed to complete a complex design
c. evaluate and justify the skills charge
d. calculate and justify the profit charge
e. calculate and charge VAT appropriately
f. prepare a quotation for various types of design

6 compare the use of different packaging materials and the way they may be used to optimise the presentation of wired and glued designs.

Unit 007 Professional Floristry Skills – Wired and Glued Designs

Outcome 2 Apply a range of specialist floristry techniques within complex wired/glued designs.

Practical Activities

The candidate will be able to

1. select and incorporate suitable techniques from the range (Appendix B) in the construction of complex wired and glued designs
   a. use a wide range of materials
   b. make components of the design secure and stable
   c. demonstrate meticulous standards of workmanship

2. evaluate the techniques used within wired and glued 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 complex wired and glued designs

3. justify the selection of techniques used and their positive contribution to the completed designs.

Unit 008 Professional Floristry Skills – Designs in a Medium

Rationale

This unit covers the application and use of various techniques in the production of complex floral designs arranged in mediums, using plant material, flowers, fabrics and manufactured products and illustrating design principles.

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

The successful candidate will be able to apply rigorous standards of workmanship to a wide variety and styles of complex designs in mediums, using diverse techniques in the production of distinctive designs which meet design principles and high commercial standards.

Outcomes

1. Describe and demonstrate construction methods for complex designs in mediums

2. Apply a range of specialist floristry techniques within complex designs in mediums

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 units 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge of unit 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 Professional Floristry Skills – Designs in a Medium

Outcome 1 Describe and demonstrate construction methods for complex designs in mediums

Practical Activities

The candidate will be able to

1. identify and produce a minimum of 6 complex designs in a medium from across the range within an acceptable commercial time span (Appendix C)

2. apply design principles to create complex designs in a medium, demonstrating an individual style and interpretation

3. justify the choice of floral materials, accessories, and method of construction used
   a. selection of materials
   b. construction techniques
   c. finishing techniques
   d. method of presentation

4. demonstrate different methods of constructing designs in mediums
   a. to secure
   b. for decorative purposes

5. optimise presentation of designs and/or display in a suitable way, fit for the purpose or occasion

6. calculate a viable retail value for each design using an appropriate method

7. evaluate the effectiveness of the complex designs in mediums using the following criteria
   a. technical competence
   b. interpretation of design schema
   c. commercial viability, potential & profitability.

Underpinning knowledge

The candidate will be able to

1. describe all complex designs in mediums specified in the range (Appendix C)

2. produce viable plans for a wide range of complex designs in mediums from across the range
   a. list sundries, accessories and packaging materials
   b. list floral materials
   c. produce sketch plans of potential designs

d. evaluate and modify design ideas

3. state methods of construction of a wide range of complex designs in mediums.

4. describe influences on choice of complex 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)

5. explain how to
   a. plan and calculate the materials needed to complete a range of complex designs in mediums
   b. predict the amount of time needed to complete a complex design
   c. evaluate and justify the skills charge
   d. calculate and justify the profit charge
   e. calculate and charge VAT appropriately
   f. prepare a quotation for various types of design

6. compare the use of different packaging materials and the way they may be used to optimise the presentation of complex designs in mediums.

Unit 008 Professional Floristry Skills – Designs in a Medium

Outcome 2 Apply a range of specialist floristry techniques within complex 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 complex designs in mediums
    a. use a wide range of materials
    b. make components of the design secure and stable
    c. demonstrate meticulous standards of workmanship

2. evaluate the techniques used within designs in mediums.

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 complex designs in mediums

3. justify the selection of techniques used and their positive contribution to the completed designs.

Unit 009 Professional Floristry Skills - Design Innovations

Rationale

This unit encourages candidates to explore the innovative design possibilities of diverse skills and techniques including, but not limited to, those explored in Units 006, 007, & 008. Candidates are expected to demonstrate original ideas whilst maintaining high standards of workmanship.

Plant material, flowers, natural and manufactured materials can be adapted to meet design principles without restriction, but candidates are required to justify their decisions.

A successful candidate of this unit will be able to clearly evidence the design process undertaken, and will apply rigorous standards of workmanship whilst striving to produce original and bespoke solutions to interpret design criteria.

Outcomes

1. Plan and construct innovative floral designs

2. Evaluate innovative floral designs

Range

- A bridal design
- An arrangement to decorate a venue
- A funeral tribute

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 units 006-009

2. An integrated, externally set assignment, which will test practical activities and underpinning knowledge of unit 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 Professional Floristry Skills - Design Innovations

Outcome 1 Plan and construct innovative floral designs

Practical Activities

The candidate will be able to

1. use the creative design process to produce a minimum of 3 innovative floral designs that evidence individual style and interpretation
   a. a bridal design
   b. an arrangement to decorate a venue
   c. a funeral tribute

2. demonstrate the ability to explain in full the creative design process for a minimum of 3 designs to show developmental work, e.g. via use of storyboards, models, samples, discarded ideas, and design details

3. demonstrate different methods of constructing innovative designs
   a. to secure
   b. for decorative purposes

4. experiment with different ways of enhancing the presentation or display of innovative designs.

Underpinning knowledge

The candidate will be able to

1. describe the factors influencing the creative design process to include
   a. inspiration sources: emotional, botanical, craft, cultural, methodology
   b. interpretation of the design schema
   c. available resources
   d. design brief
   e. budget
   f. skills limitations

2. plan the construction of innovative floral designs using a logical method

3. state correct work practices with regard to health & safety

4. calculate quantities of materials needed to make the planned innovative designs and produce detailed costings.

Unit 009 Professional Floristry Skills - Design Innovations

Outcome 2 Evaluate innovative floral designs

Practical Activities

The candidate will be able to

1. display and present finished designs
2. justify completed designs and discuss design ideas with peers
3. produce an evaluative report that reflects on the design skills developed
4. critically evaluate the commercial viability of your own innovative floral designs and those of your peers.

Underpinning knowledge

The candidate will be able to

1. describe the creative design process and its value in innovative design
2. identify potential modifications to floristry techniques
3. produce an evaluative report in an appropriate format
4. identify appropriate criteria when evaluating floral designs.

Unit 010 Professional Floral Design Processes and Concepts

Rationale

This unit covers advanced design terminology, processes, concepts and principles. The successful candidate will demonstrate the ability to investigate, interpret and apply a range of higher design concepts.

Outcomes

1. identify and implement floral design concepts

2. use floral design concepts to evaluate and identify modifications or improvements to floral designs

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. An integrated, externally set assignment, which will test practical activities and underpinning knowledge of unit 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 Professional Floral Design Processes and Concepts

Outcome 1Identify and implement floral design concepts

Practical Activities

The candidate will be able to

1. investigate a range of design concepts
   a. design schema
   b. principles of design
   c. elements of design
   d. sources of Inspiration

Underpinning knowledge

The candidate will be able to

1. describe and interpret a complete floral design schema to include
   a. order categories
   b. arrangement styles
   c. arrangement of lines
   d. centres of growth
   e. focal points / dominance
   f. proportions
   g. graduation

2. explain the significance of various design influences on the creation of floral designs
   a. emotional factors
   b. botanical factors
   c. methodology (design schema)
   d. craft skills / techniques
   e. culture / history

3. explain the advantages and disadvantages of using a design schema

4. analyse the strengths and weaknesses of a range of floral designs using a design schema.

Unit 010 Professional Floral Design Processes and Concepts

Outcome2 Use floral design concepts to create, evaluate and identify modifications or improvements to floral designs

Practical Activities

The candidate will be able to

1. produce a photographic portfolio featuring a range of your own floral designs (no other evidence to be included)

2. analyse a minimum of 20 different floral designs from within the portfolio to evidence understanding and application of the design schema.

Underpinning knowledge

The candidate will be able to

1. produce a photographic portfolio to an acceptable standard using an appropriate format e.g.
   a. album format
   b. digital format
   c. show card format

2. analyse photographic evidence from a wide cross section of floral designs
   a. tied
   b. wired
   c. glued
   d. medium

3. accurately evaluate designs using a design schema and suggest modifications and / or improvements.

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 qualifications at Level 1, 2, 3, & 4. However, the candidate will be expected to demonstrate knowledge of plant identification from across the full range from level 1, 2, 3, 4, & 5.

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, 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

Level 5 – Master Diploma in Professional Floristry

Unit 1 Identification list. (A total of 30 items should be covered)

Candidates are expected to have prior knowledge of product identification and this unit is intended to develop and test an extensive knowledge of a commercial product range including all items previously listed at levels 2, 3, and 4.
In addition candidates should be able to identify the range of less common materials specified below using:

- 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
Achillea ptarmica Ammi visnaga Aranda Orchid Centaurea macrocephala Chenopodium quinoa Fritillaria assyriaca Gentiana makinoi Globba winitii Haemanthus katherinae Leonotis leonurus Leycesteria formosa Nerine sariensis Nicolaia elatior Vuylstekeara Orchid Zingiber spectabile	Aralia (fruiting) Cetraria islandica Cycas revoluta Eucalyptus globulus Gleichenia polypodioides Myrica Plagiothecium undulatum	Acalypha hispida Ajania pacifica Allamanda cathartica Araucaria heterophylla Ardiisia crenata Basella rubra Callisia navicularis Castanospermum australe Clerodendrum thomsoniae Davallia canariensis Eichhornia crassipes Ficus deltiodea Ficus lyrata Jatropha podagrica Kalanchoe beharensis Leea guineensis Ludiscia discolor Nepenthes hookeriana Nerium oleander Nolina recurvata Pachira aquatica Pachypodium saundersii Radermachera sinica Rhipsalis Sparmania africana Stromanthe sanguinea Syngonanthus chrysanthus Tacca chantrieri Tillandsia cyanea

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 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 for the practical units 006-010

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					
Proportions Upward					
Proportions Downward					
Proportions Horizontal					
Proportions Diagonal					
Corporate Design (Minimum 4)					
Event Design (Minimum 4)					
Gift Design (Minimum 4)					
Bridal Bouquet (Minimum 4)					
Bridal Accessory (Minimum 4)					
Bridal Novelty (Minimum 4)					
Sympathy Tribute- Formal (minimum 4)					
Sympathy Tribute – Informal (Minimum 4)					
Site Specific design - Outdoors					
Site Specific design - Indoors					
Figurative / Self-formed Base					
Large Free-standing Design (Minimum height - 3 meters)					
Concave Form					
Convex Form					
Obelisk					
Cascade					
Waterfall					
Abstract					
Pot- et –fleur					
Swag / Festoon					
Canopy					
Blanket					
Screen					
Arch					
Column					
Curtain					
Floating					

Appendix D Range for the practical units 006-010

Packaging Materials	Unit	Tied	Wired	Glued	Medium
Cellophane					
Craft Paper					
Branded 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		
Sand		
Water		
Glass nuggets		
Stones / aggregates		
Recycled materials		
Chicken wire / wire 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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