

Purpose statement

The following purpose is for the **City & Guilds Level 4 Higher Diploma in Floristry (500/1220/4)**

Area	Description
OVERVIEW	
<p>What does this qualification cover?</p>	<p>The Level 4 Higher Diploma in Floristry is aimed at learners wishing to progress to a higher level within the floristry industry.</p> <p>The following areas are mandatory within this qualification:</p> <ul style="list-style-type: none"> • Botanical concepts and practices for floristry <p>You will be required to identify all materials listed at level 2 and 3, plus the floral materials listed in the Qualification Handbook by:</p> <ul style="list-style-type: none"> - Botanical name: Genus, Species, 'Cultivar' or Variety. - Common name - Normal Seasonal Availability <ul style="list-style-type: none"> • Historical studies for floristry • Floral event practices • Business practices for floristry: <p>These units encompasses customer care, staff supervision and basic training, security and an awareness of retail legislation. You 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.</p> <ul style="list-style-type: none"> • Marketing and promotion practices for floristry <p>Level 4 requires you to demonstrate particular skills in your designs and techniques. All of the techniques, styles and packaging materials must be covered at this level at least once when completing the following units. These are detailed in the Appendices of the Qualifications Handbook:</p> <ul style="list-style-type: none"> • Technical floristry skills – tied designs • Technical floristry skills – wired and glued designs • Technical floristry skills – designs in mediums • Technical floristry skills – design trends • Design concepts for floristry <p>The qualification is aimed at candidates that have completed a level 3 qualification in floristry and are seeking higher level qualifications in floristry.</p> <p>The qualification is designed to provide:</p> <ul style="list-style-type: none"> • an industry recognised qualification at level 4

- a competent workforce suitable for the industry
- a suitable qualification progression route on to the Level 5 Master Diploma in Professional Floristry

WHAT COULD THIS QUALIFICATION LEAD TO?

Why choose this qualification over similar qualifications?

There are no similar qualifications at this Level.

Alternatives routes to achieve the same outcome?

There are no alternative routes to the same outcome.

How this qualification supports the identified outcome(s)?

The Level 4 Higher Diploma in Floristry could help you get a job as a:

- Customer service assistant
- Exhibition design assistant
- Senior florist

After completing this qualification you might be interested in taking business management courses to help you run your own business.

Additionally, you could progress onto the City & Guilds Level 5 Master Diploma in Professional Floristry.

WHO SUPPORTS THIS QUALIFICATION?

Employer/Higher Education Institutions

The British Florist Association.

Further information

For further information on the structure and the units that must be taken, please refer to the qualification handbook on the website:

<http://www.cityandguilds.com/qualifications-and-apprenticeships/land-based-services/floristry/0344-floristry#tab=documents>

