

0175-30 Level 3 Advanced Technical Diploma in Floristry (540)

2023

Qualification Report

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Introduction

This document has been prepared by the Chief Examiner and Principal Moderator; it is designed to be used as a feedback tool for centres in order to enhance teaching and preparation for assessment. It is advised that this document is referred to when planning delivery and when preparing candidates for City & Guilds Technical assessments.

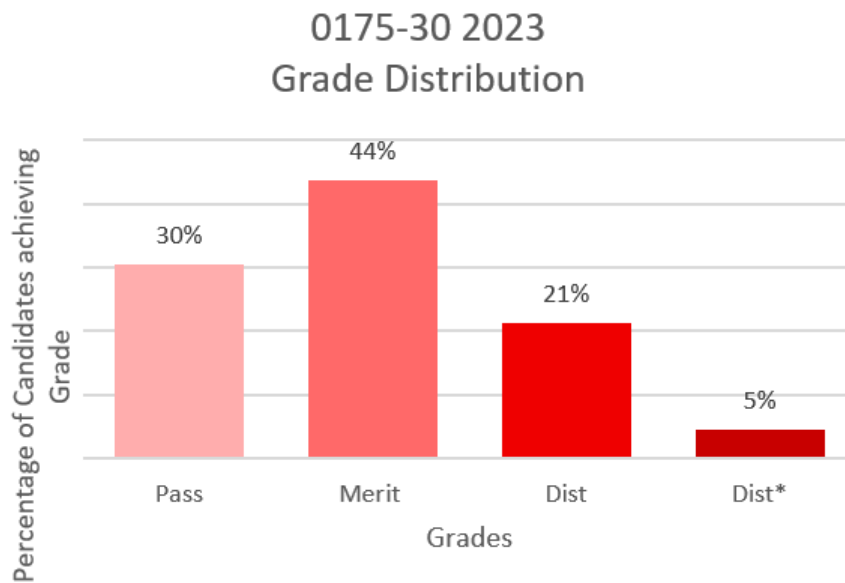
This report provides general commentary on candidate performance in both the synoptic assignment and theory exam. It highlights common themes in relation to the technical aspects explored within the assessment, giving areas of strengths and weakness demonstrated by the cohort of candidates who sat assessments in the 2023 academic year. It will explain aspects which caused difficulty and potentially why the difficulties arose.

The document provides commentary on the following assessments:

- 0175-001/501 Level 3 Floristry – Theory exam
 - March 2023 (Spring)
 - June 2023 (Summer)
- 0175-002 Level 3 Floristry – Synoptic Assignment

Qualification Grade Distribution

The approximate grade distribution for this qualification is shown below:



Please note City & Guilds will only report qualification grades for candidates who have achieved all of the required assessment components, including Employer Involvement, optional units and any other centre assessed components as indicated within the Qualification Handbook. The grade distribution shown above could include performance from previous years.

Theory Exam

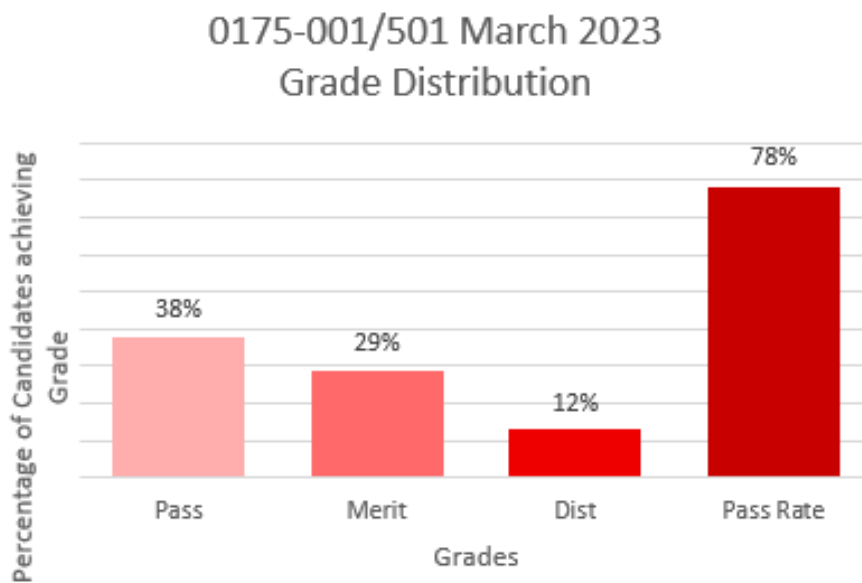
Grade Boundaries

Assessment: 0175-001/501
Series: March 2023 (Spring)

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Total marks available	60
Pass mark	24
Merit mark	33
Distinction mark	42

The graph below shows the approximate distributions of grades and pass rate for this assessment:

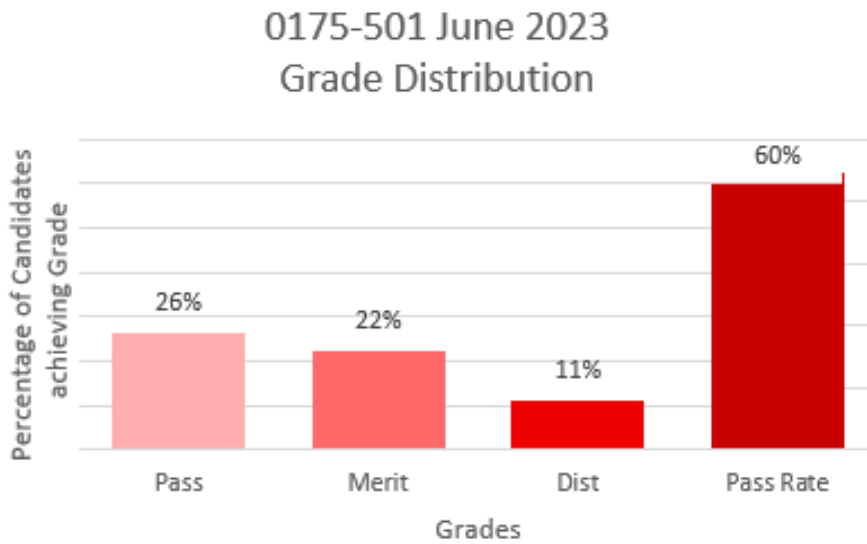


Assessment: 0175-501
Series: June 2023 (Summer)

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Total marks available	60
Pass mark	24
Merit mark	33
Distinction mark	42

The graph below shows the approximate distributions of grades and pass rate for this assessment:



Chief Examiner Commentary

0175-001/501 Level 3 Floristry - Theory exam (1)

Series 1 – March 2023

The question paper was generally balanced and covered a good level of knowledge and understanding from across the qualification. Questions were answered with a varying degree of accuracy and depth, and overall candidates' performance on the paper was comparable to last year. It was also evident that some questions were interpreted incorrectly by some candidates, resulting in the question not being attempted or misunderstanding what was being asked.

Candidates demonstrated a good recall of knowledge, gaining marks in topics such as plant functions, decorative designs and business management.

Many candidates demonstrated good understanding of the design schema. The candidates who achieved higher marks were able to demonstrate breadth and depth of knowledge, backed up by relevant examples and including explanation and justification where needed. Lower achieving candidates tended to give brief and listed answers. There was evidence of candidates not fully reading questions, which meant they missed out on marks by not responding in the way needed or providing the level of detail required to access the full range of marks available. Candidates did not always engage with the command verbs, for example simply stating rather than explaining, this meant that candidates did not always provide enough detail when asked for explanations or descriptions.

Candidates need to be reminded to take care and read the questions carefully, particularly the command words where a named example or a specific number of points may need to be covered.

Overall, candidates showed strength in the following areas:

- Principles of the Creative Design Process (Unit 303)
- Business management and marketing (Unit 309)

Candidates require further support in:

- Plant and flower care (Unit 304)

Extended Response Question (ERQ)

The extended answer question gives candidates the opportunity to demonstrate their grasp of the qualification and knowledge of floristry in general. Candidates were asked to plan and prepare for a peak period in a floristry business, to maximise profits and minimise complaints. There were some good extended answers given by the higher-level candidates who structured their answers to cover a full range of considerations for planning for a peak period, discussing SWOT analysis and financial forecast. Timeframe and timings were weaker in most responses. Roles, responsibilities and allocation of duties were well considered by the higher-level candidates, showing a good understanding of business practices. Lower-level candidates restricted their answers to consider just staffing, design and price, with little or no consideration for what could lead to a complaint.

Series 2 – June 2023

The question paper covered a good range of learning outcomes over the whole qualification and was similar to previous series in terms of range, suitability and level. The paper had an appropriate balance of questions with varied levels of demand, and it accurately sampled the level of knowledge and understanding from across the qualification. Questions were answered with a varying degree of accuracy and depth with knowledge-based questions generally answered well, whereas candidates frequently lost marks by not expanding their answers through descriptions or explanation when required.

Many candidates demonstrated a reasonable understanding of the design schema. Those who answered incorrectly had misinterpreted the questions. Recall questions that related to business practices were answered reasonably well. Most candidates demonstrated a good recall of knowledge of plant needs; but many failed to relate answers directly to the question.

The candidates who achieved higher marks were able to demonstrate breadth and depth of knowledge, backed up by relevant examples and including explanation and justification where needed. Lower achieving candidates tended to give brief and listed answers. There was evidence of candidates not fully reading questions, which meant they missed out on marks by not responding in the way needed or providing the level of detail required to access the full range of marks available.

Overall, candidates showed strength in the following areas:

- Principles of the Creative Design Process (Unit 303)

Candidates require further support in:

- Plant and flower care (Unit 304)

Extended Response Question (ERQ)

The extended answer question gives candidates the opportunity to demonstrate their grasp of knowledge and understanding of planted designs for Father's Day and training staff. Some candidates named plants and suitability. There were some good extended answers given by the higher-level candidates who structured their answers to cover a full range of considerations and justification.

Suitable designs were considered by most a few of the higher-level candidates some showed a good understanding of business practices. Lower-level candidates restricted their answers to consider just planted design and price, with little or no consideration to the construction of the designs or profitability. Most candidates showed evidence of understanding the need for training, some discussed with a degree of breadth and depth.

Centres are reminded of the City & Guilds Technicals '**Exam Guides**' available here:

<https://www.cityandguilds.com/qualifications-and-apprenticeships/land-based-services/floristry/0175-technical-in-floristry#tab=information>

Candidates are strongly advised to be familiar with the command verbs they may encounter during examinations and to be prepared for the different structure of questions, as well as the need to read each question carefully and to respond clearly to the question given in the depth required.

Synoptic Assignment

Grade Boundaries

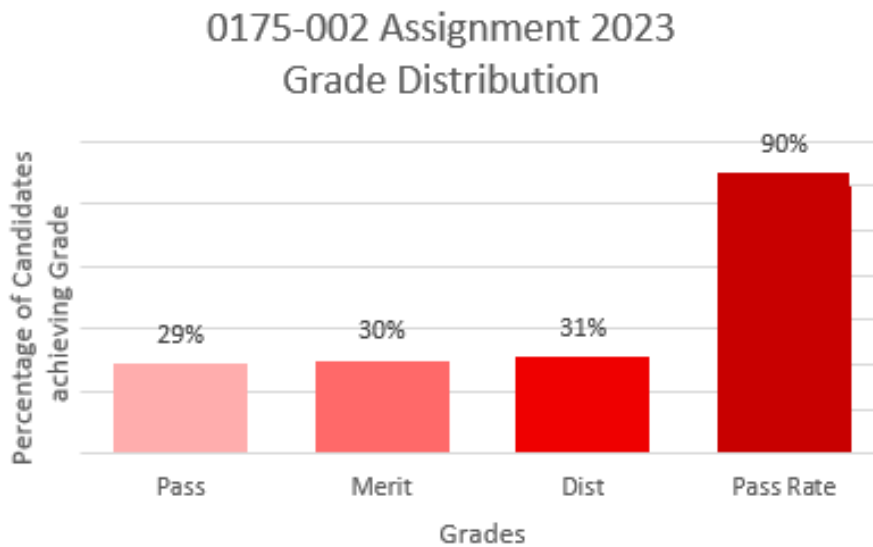
Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel:

Assessment: 0175-002

Series: 2023

Total marks available	60
Pass mark	26
Merit mark	36
Distinction mark	46

The graph below shows the approximate distributions of grades and pass rate for this assessment:



Principal Moderator Commentary

Candidates generally performed well against the stated outcomes of the synoptic assignment and most of the evidence generated was variable across the range of assessment outcomes. The presentation of most of the work was clear, legible, and supported the marks awarded. Generally, PO forms and CRF's were detailed and gave a good insight into candidates' actions and behaviours with the correct information in the correct AO.

There were three tasks in total, which was generally addressed effectively by most centres. These tasks allowed candidates to demonstrate different levels of skills and understanding effectively for a senior florist. Where tutors were required to carry out observation of performance, the majority of PO's and CRF's were detailed, with descriptive notes to align with evidence uploaded and justify marks awarded, along with areas of strength and development.

Some assessors needed to provide a more detailed narrative linked to the terminology used on the marking grid, not only from the top section of the marking grid but break it down further to include 'Bottom of Band' or 'Top of Band' for justification of marks awarded. Correct use of the band descriptors and additional evidence help triangulate feedback and marks awarded for each candidate.

The majority of candidates showed a logical thought process and explained reasons for reaching their decisions. Most of the justifications and evaluations had structure and included reasoning and all the principles and elements of design; however, some justifications read more like an evaluation that was completed after the design was constructed and evaluations lacked the connection between principles and elements of design.

Evaluation of tasks:

Task 1 was divided into four parts to simulate a 'real life' event. The task involved creating a quotation (to be calculated from a wholesale buying list from the tutor), a covering letter for a customer and creating a buying list of botanical materials and sundries and constructing a design that had to be presented to the customer by the way of fully labelled sketches. Most research was uploaded onto the moderation portal, but bibliographies were not always included. Referencing must be documented for any research that was carried out to prevent plagiarism.

Excellent use of IT was seen in some centres where candidates had manipulated text and pictures to include company logos, which they can then go on to use if they are self-employed and/or freelance.

Task 2 was divided into two parts; sketching, planning, and constructing two designs that had to incorporate gifts for Mother's Day. Some great artwork was seen on sketches; however, this would not have gained any more marks, whereas labelled sketches with full botanical names, Principles and Elements of design and techniques would have.

Most of the practical pieces seen would normally be completed by a senior florist with a high level of technical skill involved, although some pieces seen by moderators were not of industry standard or commercially viable; lacked imagination or basic design skills.

Task 3 was broken down into two tasks. Research on Father's Day gifts had to be carried out prior to the assessment, giving candidates scope to draw on knowledge and practical skills fit for a senior florist. Many of the candidates used a range of resources to collate information, whilst other candidates used social media, this narrowed their ideas, which then transferred into their practical designs because some of the designs lacked imagination and practical skills to achieve a strong result for a senior florist.

Evidence for all assessment is collated and summarised on the Candidate Record Form (CRF). The quality of CRF completion was variable. Good CRF completion brings evidence in summary form from the PO form and is also clearly signposted in marking of written tasks. It was notable that some centres did not signpost effectively, and used a direct 'cut and paste' approach to bringing evidence from the PO form. Moderator reports to centres gave clear guidance as to changes that were needed in future, as ineffective completion of these forms can directly impact on the marks given.

Centres are asked:

- To include areas for improvement on the Candidate Record Form (CRF) unless the mark awarded is in the excellent band.
- To carefully check the addition of the total marks on the CRF.
- To annotate on candidate's work, incorrect statements and the quality of the work, e.g. areas which are good or lacking detail.
- When using dictation software to carefully check what has been typed.
- To upload all the forms and evidence as one document.