

## Purpose statement

The following purpose is for the **Level 3 Advanced Technical Diploma in Floristry (540) 601/7444/4**

Area	Description
<b>OVERVIEW</b>	
Who is this qualification for?	This qualification is for you if you are aged 16-19, and want to work in floristry. It provides you with a range of specialist technical practical skills and knowledge which will equip you to progress to employment or further learning and training within the floristry industry.
What does this qualification cover?	<p>You will study a range of topics that are all compulsory. These will provide you the necessary skills and knowledge to progress into employment in the floristry industry. You will study creative floral design methods and techniques, botany and business skills. On top of that, you will cover in detail how to produce a range of designs, including tied designs, wired designs, glued designs and designs in different mediums. You will study how to produce floral designs for different events, such as weddings and funerals. You will also learn about current and future design development and innovation in floristry.</p> <p>Centres and providers work with local employers who will contribute to the knowledge and delivery of training. Employers will provide demonstrations and talks on the industry and where possible work placements will also be provided by the employers. This practical based training is ideal preparation for gaining employment in the floristry industry or specialist further study.</p>
<b>WHAT COULD THIS QUALIFICATION LEAD TO?</b>	
Will the qualification lead to employment, and if so, in which job role and at what level?	<p>You might progress into the following roles:</p> <ul style="list-style-type: none"> <li>• Florist</li> <li>• Senior florist</li> <li>• Florist shop manager.</li> </ul>
Why choose this qualification over similar qualifications?	<p>There are no other sized qualifications in Floristry at Level 3.</p> <p>This qualification is for you if you want to work in the floristry industry. It provides you with all the skills required to either become employed or to start your own business.</p> <p>You are likely to take this qualification full-time over 1 year in a college, or over 2 years with another qualification such as an AS or A Level.</p>
Will the qualification lead to further learning?	<p>You could also progress onto the following qualifications:</p> <ul style="list-style-type: none"> <li>• City &amp; Guilds Level 4 Higher Diploma in Floristry</li> </ul>

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- City & Guilds Level 5 Master Diploma in Professional Floristry.

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#### WHO SUPPORTS THIS QUALIFICATION?

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Employer/Higher Education  
Institutions

The British Florist Association (BFA)

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#### FURTHER INFORMATION

Please refer to the Qualification Handbook, available on the City & Guilds website, for more information on the structure of this qualification, the content of the units, and assessment.

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