



Standard Draft Preview

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Standard in development
L2: Florist
Version 1.1

Title of occupation

Florist

UOS reference number

ST0538

Core and options

No

Level of occupation

Level 2

Occupational maps data

Route: Agriculture, environmental and animal care

Pathway: Agriculture, Land Management and Production

Cluster: Production horticulture operative or technician

Typical duration of apprenticeship

24 months

Target date for approval

31/07/2026

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

Yes

Regulated occupation

Is this a statutory regulated occupation?

No

Occupational summary

The occupation is found in retail, hospitality, events, and creative sectors, typically in florist shops, studios, wedding and event companies, and on-site at venues such as hotels and funeral homes. Florists may work for independent businesses, national retailers, event

specialists, or as self-employed professionals, creating and delivering floral designs in a variety of commercial and private settings.

Florists offer expert advice to customers, gathering and interpreting their requests into bespoke arrangements. They record and store information accurately in line with current legislation.

Florists source and handle botanical materials, caring for and conditioning them appropriately, and rotating stock daily to maintain freshness and quality.

Florists typically interact with a range of people, such as, colleagues, wholesalers, growers, delivery drivers, event planners, venue staff, and funeral directors. They also provide direct customer service across a range of retail and event settings in order to provide a caring and attentive service.

An employee in this occupation will be responsible for ensuring that their practices align with health and safety regulations and industry codes of practice. The role requires good time management skills, as florists must work under time pressures and meet deadlines.

Florists complete their work to specification with minimal supervision, typically reporting to a senior florist or shop manager, though this may vary by business size. They manage tools, stock, and floral displays, ensuring equipment is used, stored, and maintained safely. They also contribute to promoting the business by applying marketing knowledge and social media protocols to effectively advertise products and services.

Typical job titles

Florist

Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Follow organisational policies and procedures, safe working practices, relevant legislation and industry codes of practices.	K1 K2 K3 K4 K5 S1 S2 S3 S4 S5 S6 B4 B5
Duty 2 Research historical, national and international floral cultures.	K6
Duty 3 Research trend knowledge and apply to floral designs as required.	K7 S7
Duty 4 Carry out marketing and promotional activities.	K8 S8
Duty 5 Interpret customer requirements.	K9 K10 S9
Duty 6 Carry out care and conditioning of fresh botanical materials.	K11 K12 K13 K14 K15 K16 K17 S10 S11 S12 S13 S14
Duty 7 Apply and promote environmental and sustainable working practices in all areas of the business.	K18 S15 B3
Duty 8 Produce and evaluate floral designs.	K19 K20 K21 K22 K23 K24 K25 K26 S16 S17 S18 S19 S20 S21 S22 B1 B2
Duty 9 Prioritise workload and use technology applicable to the need of the business.	K27 K28 K29 S23 S24
Duty 10 Carry out continued professional development.	K30 S25

KSBs

Knowledge

K1: Legislation, regulations and guidelines relevant to the floral industry, including health and safety, GDPR and equalities.

K2: Risk assessments and how to maintain a safe and clean working environment.

K3: Safe lifting and handling techniques.

K4: Company policies and procedures and the importance of adhering to them.

K5: Safe working practices including personal protective equipment (ppe), when discovering or handling invasive plants, pests and diseases.

K6: Historical, national and international floral cultures in relation to the floral industry.

K7: Factors which influence floral industry trends and the life cycle of trends.

K8: The importance of marketing, promotion, merchandising and displaying goods within a retail floral environment.

K9: How to identify and record a customer's details and exact design requirements through order taking.

K10: Methods for communicating with customers in a way that maintains customer confidence and is empathetic during difficult situations.

K11: Recognise plants, including foliage, flowering, berried, succulents, cacti, bulbs or corms, orchids, and cut botanical materials using botanical classification, nomenclature, including the terms genus, species, variety and cultivar, and their common names.

K12: Supply sources and unpacking techniques for fresh botanical materials classified as boxed, bunched, in buckets, fragile, poisonous, or irritant, and how to prepare appropriate containers for the materials being conditioned whilst ensuring correct hygiene procedures are followed.

K13: Availability of plants and botanical materials and how they are grown and cut by length and weight.

K14: Plant physiological processes including photosynthesis, transpiration, respiration, evaporation, osmosis, diffusion, etiolation and tropisms.

K15: How flowers mature once cut and the importance of applying stock rotation.

K16: How to produce and maintain plants and planted designs to optimise saleability, considering environmental needs and using sundries for design enhancement and longevity.

K17: Common indicators of pests and diseases in fresh cut botanical materials and plants, who to report concerns to and how to take action.

K18: The importance of sustainable working practices and need to minimise waste within a floral business.

K19: Costing structures of botanical materials, sundries and floral designs and how these can be used to inform customer advice.

K20: How culture, botany, emotion, technique, method and economy can inspire floral designs.

K21: Principles of floral design, including visual and actual balance, contrast, dominance, harmony, proportion, rhythm, scale.

K22: Elements of design including colour, form, line, space, texture.

K23: The Design Schema: Order category: symmetry and asymmetry. Design classification: decorative, vegetative, form linear. Line direction: radial, parallel, free arrangement of lines.

K24: The application of a variety of techniques including: Attaching: binding, tying and knotting, glueing, pinning, stapling. Wiring: support wiring, external wiring, semi-internal wiring, internal wiring, stitching, single-leg mount, double leg mount, hook wiring, units, feathering, pipping, sepal pinning. Manipulation: basing, backing, bow making, grouping, caging, edging, layering, plaiting, pleating and folding, rolling and cupping, spiralling, taping, threading, veiling, weaving, wrapping. Water retaining: floating, floral foam, moss, tape, tubes and phials, wax and water.

K25: How to prepare, wrap, protect and enhance a range of designs for sale, presentation or transportation.

K26: How to evaluate designs against the customer requirements and make modifications if necessary.

K27: Seasonal floristry sales trends and their impact on stock availability and requirements.

K28: Systems, equipment and technology relevant to own role and workplace for example processing online orders or customer payments or using industry platforms.

K29: How effective working practices and time management are crucial for minimising wastage and reducing costs.

K30: How to contribute to own continuing professional development within the floral industry

Skills

S1: Maintain a safe and clean working environment.

S2: Apply safe lifting and handling techniques.

S3: Record and store a customer's information in accordance with organisational and legislative requirements.

S4: Select, use and maintain personal protective equipment (ppe), tools, equipment and machinery in accordance with organisation requirements.

- S5:** Identify and dispose of hazardous and non-hazardous materials in a sustainable manner
- S6:** Identify risks and contribute to the development of risk assessments, and relate these to your everyday working practices.
- S7:** Interpret current industry trends and relate these to the commercial floral retail environment.
- S8:** Carry out marketing and promotional activities in relation to internal and external shop displays ensuring goods are displayed to their best advantage.
- S9:** Interpret a customer's requirements and manage customer's expectations.
- S10:** Apply unpacking techniques for fresh botanical materials and prepare appropriate containers whilst ensuring correct hygiene procedures are followed.
- S11:** Condition fresh botanical materials according to their environmental requirements
- S12:** Maintain fresh botanical materials using accurate stock rotation to ensure that the product is sold or used in the best condition.
- S13:** Care and maintain different plant groups and provide appropriate environmental conditions including temperature, humidity, light, water and nutrients needed.
- S14:** Identify pests and diseases in fresh cut botanical materials and plants, report to the appropriate person and take appropriate action.
- S15:** Use sustainable practices and biodegradable products whenever possible.
- S16:** Produce design costings in accordance with company procedures.
- S17:** Identify the sources of inspiration used for the floral design.
- S18:** Apply and evaluate design theory to include the principles and elements of design when producing and constructing tied, wired, glued designs and designs in a medium.
- S19:** Use the following techniques: Attaching techniques: binding, tying and knotting, glueing, pinning, stapling. Wiring techniques: support wiring, external wiring, semi-internal wiring, internal wiring, stitching, single-leg mount, double leg mount, hook wiring, units, feathering, pipping, sepal pinning. Manipulation techniques: basing, backing, bow making, grouping, caging, edging, layering, plaiting, pleating, folding, rolling, cupping, spiralling, taping, threading, veiling, weaving, wrapping. Water retaining techniques: floating, floral foam, moss, tape, tubes, phials and wax.
- S20:** Complete floral designs within commercial timescales.
- S21:** Apply wrapping techniques, where appropriate, for transportation or presentation.
- S22:** Evaluate botanical designs against the customer requirements.
- S23:** Use digital systems and technology relevant to own role and workplace.

S24: Prioritise own workload to meet targets while handling multiple tasks and keeping others informed of progress.

S25: Participate in continued professional development.

Behaviours

B1: Has a flexible, positive attitude to work and demonstrates a strong work ethic, including pride in work, attention to detail, integrity and good time management.

B2: Works effectively within a team, colleagues and others.

B3: Contributes towards a sustainable workplace.

B4: Puts safety first for themselves and others.

B5: Promotes equity, diversity, inclusion and respect within the workplace.

Qualifications

English and maths

English and maths qualifications must be completed in line with the apprenticeship funding rules.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Professional recognition

This standard aligns with the following professional recognition:

- Institute of Professional Florists for Member

Consultation

Progression routes

ST1335 Senior florist-1.0 L3

Supporting uploads

Mandatory qualification uploads

Mandated degree evidence uploads

Professional body confirmation uploads

 ST0538_standard_professional-body-confirming-alignment_IPF Letter of Support.pdf

Subject sector area

3.2 Horticulture and forestry



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