

# INTRODUCTION TO FLOWER SHOP FLORISTRY

Subject Area  
Student Type  
Study Mode

Art & Design, Fashion  
& Creative Crafts  
Adults  
Part Time

## What is the course about?

This short non-accredited course is for those thinking of setting up their own floristry business and is designed to give an insight into volunteering or working in a florists.

## Why should I choose the course?

The course is for adults aged 19 and over. Ideally you will have attended the ACL floristry courses, but it is also open to anyone who does not have any experience with flowers or floristry design.

## What will I learn?

The course will give you an insight into the roles and responsibilities of working or volunteering in a flower shop.

The course is theory based with research tasks to undertake, and there will be some practical tasks around how to condition flowers for sale.

The course will cover;

- Location of flower shops and marketing including market research and social media advertising
- Setting up a business including sale of small gifts as well as plants and flowers
- Flower and material wholesaler ordering and flower conditioning care
- Floristry business legislation
- Promotions and events e.g. Valentines Day, Mother's Day and special occasions such as birthdays, weddings, and funerals

If you would like more information on the learning outcomes please email [ACLenquiries@wvr.ac.uk](mailto:ACLenquiries@wvr.ac.uk)

## What will the course lead on to?

We have a Next Steps to Flower Shop Floristry course which is a direct progression from this introductory course. We also offer a variety of other short floristry courses starting with introduction and then next steps, and have themed courses around Spring, Summer and wedding flowers, and Christmas floristry and Christmas wreath sessions.

## What support is available?



**Warrington  
& Vale Royal  
College**

Warrington Campus  
Winwick Rd, Warrington WA2 8QA

 [wvr.ac.uk](http://wvr.ac.uk)

 01925 494 494

Winsford campus  
Weaver St, Winsford CW7 4AH

 [learner.services@wvr.ac.uk](mailto:learner.services@wvr.ac.uk)

We have a team of staff dedicated to providing learning support if required, as well as a Welfare Team that is on hand to offer guidance, support and help when needed. Additionally, eligible students can access a wide range of finance and funding support to help them during their time at college.

Click here for learning support: <https://wvr.ac.uk/college-life/learning-support>

Click here for finance support: <https://wvr.ac.uk/college-life/financial-support>

## Why should I choose to study the course at Warrington & Vale Royal College?

Here at Warrington & Vale Royal College we have a team of dedicated, experienced staff who can share their extensive knowledge and skills with you. Learning in a friendly and inclusive environment, you will be fully supported to achieve your goals.

## What are the entry requirements?

The use of a laptop will be required during this course, so you will need to have basic IT skills.

ACL will provide a laptop for the duration of the class. The laptop will remain on site.

## What are my funding options?

For further information on funding please contact Learner Services on 01925 494400 or email [learner.services@wvr.ac.uk](mailto:learner.services@wvr.ac.uk).

## Are there any additional costs associated with the course?

For the practical we will provide basic flowers, but you may be required to bring in extra foliage.

Purchase of your own text books will be required, we will advise about these at your first class.



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