

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 ACL course offers a valuable introduction to volunteering or working in the floristry sector. It's also ideal for those considering starting their own floristry business.

Why should I choose the course?

Open to adults aged 19 and over from the Cheshire and Warrington area, this course welcomes those with a keen interest in floristry. While prior participation in an ACL floristry course is recommended, it is not essential. Beginners are very welcome.

What will I learn?

You will gain insight into the roles and responsibilities involved in working or volunteering in a flower shop. The course is primarily theory-based and includes a range of research tasks. Some practical elements will also be covered, such as how to properly condition flowers for sale. Topics include:

1. Locating flower shops and marketing techniques, including market research and social media advertising
2. Starting a business, including the sale of small gifts, plants, and flowers
3. Ordering from wholesalers and caring for flowers and materials
4. Understanding floristry business legislation
5. Planning promotions and events, such as Valentine's Day, Mother's Day, weddings, birthdays, and funerals.

Basic IT skills and experience using a laptop are required. (A laptop will be provided for use during the course, but must remain on site.)

For more information about the course learning outcomes, please email: ACLenquiries@wvr.ac.uk

What will the course lead on to?

Warrington & Vale Royal College offers a range of short floristry courses. You can also explore seasonal courses focused on Spring, Summer, Wedding flowers, and festive sessions such as Christmas Wreath Making. [Click here to view all of our courses.](#)


What support is available?



**Warrington
& Vale Royal
College**

Warrington Campus
Winwick Rd, Warrington WA2 8QA

 wvr.ac.uk

 01925 494 494

Winsford campus
Weaver St, Winsford CW7 4AH

 learner.services@wvr.ac.uk

We have a team of staff dedicated to providing learning support if it is required and a Wellbeing Team that are 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. For personalised advice on funding, please contact our Learner Services Team on 01925 494 400 or email learner.services@wvr.ac.uk.

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

Warrington & Vale Royal College offers a welcoming learning environment with modern facilities, ample on-site parking, and expert tuition from knowledgeable and supportive staff. Whether you're just starting out or looking to develop new skills, we're here to help you succeed.

What are the entry requirements?

Basic IT skills and experience using a laptop are required. No previous floristry experience is necessary.

What are my funding options?

19+ students in receipt of benefits may be entitled to full funding or fee remission. All students are required to pay £12 towards their fees regardless.

For more information about financial support, please visit: <https://wvr.ac.uk/college-life/financial-support>

For personalised advice on funding, please contact our Learner Services Team on 01925 494 400 or email learner.services@wvr.ac.uk.

Are there any additional costs associated with the course?

Basic flowers will be provided for practical sessions, though you may be asked to bring in additional foliage.

You may also be required to purchase textbooks, details of which will be shared during your first class.



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