

CASE STUDY

Alice Brooks

Floristry Apprenticeship (Level 2)

APPRENTICESHIP LEADS TO A BLOSSOMING CAREER

Alice has been arranging flowers since she was eight years old, working alongside her mother in their award winning family floristry business - Fullers Flowers, in Princes Risborough.

After leaving school and starting work at Fullers, Alice decided to make her vocation official by undertaking a floristry apprenticeship through Activate Enterprise and Berkshire College of Agriculture (BCA).

Not only did this give her a foot on the career ladder, but it also maintained a family tradition as she became a sixth generation florist. The floristry business was opened by Alice's great, great, great grandmother, aptly named Geranium, back in 1899.

Since starting the apprenticeship, Alice has enjoyed learning about new tools, techniques and equipment which can help her advance her floristry skills. She said: **“Having access to this at BCA has been a great way of experimenting with more unusual arrangements and taking my floristry to another level.”**

In fact, she's enjoyed her apprenticeship so much, that she has now signed herself and her mother up for a Level 3 qualification starting in April.

Perhaps unusually, Alice has also really enjoyed learning about workplace policies

and procedures which are vital for running a successful business, including COSHH (Control of Substances Hazardous to Health) and RIDDOR (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations). She said: **“It's been brilliant learning about health and safety and understanding how to do things differently. It's also led me to progress at work”**

Alice is now 19 years old, but when she turns 21 she will become a partner in Fullers. This will help to ensure that the family business keeps changing to reflect customer and industry needs and continues to grow and flourish for generations to come.



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