



## **BRITISH ACCREDITATION COUNCIL INSPECTION REPORT**

### **INTERIM INSPECTION (Short Course Provider)**

**ORGANISATION:** Judith Blacklock Flower School

**ADDRESS:** 4-5 Kinnerton Place South  
London  
SW1X 8EH

**HEAD OF ORGANISATION:** Mrs Judith Blacklock

**Accreditation status:** Accredited

**Date of inspection:** 22 June 2015

**ACCREDITATION COMMITTEE DECISION AND DATE:** Continuing accreditation 9 July 2015

## **PART A - INTRODUCTION**

### **1. Background to the organisation**

The Judith Blacklock Flower School is a private limited company and was established in 2000. It is a small specialised school, which offers a variety of short courses in floristry, floral design and flower arrangement. The Principal, who is also the sole owner, is supported by an administrator and a technician. The School grew in response to demand until the recession began to increase the challenge of competing for students to fill places in the continuous cycle of courses.

The Principal publishes a range of books on floristry and edits the magazine of the National Association of Flower Arrangement Societies. The School offers its courses in attractive ground floor premises in a mews in Knightsbridge. Near to these premises, it has a small specialist gallery of floral art. It also maintains a facility at the New Covent Garden Flower Market in Vauxhall for specialist market tours and associated teaching and for use when the other premises are full.

### **2. Brief description of the current provision**

The School offers a wide range of different courses. Some courses are designed for students who wish to earn a living from working with flowers. These include the Business of Floristry, which is a ten-day course covering both theory and practice. The school also offers a one week Floral Design diploma, which enables students to create flower arrangements for themselves, for friends and for special occasions but not as a commercial venture. Other specialised courses include Parties and Events, Purely Weddings and a range of courses focusing on Christmas flower arrangements. These are shorter courses of one to four days' duration.

The School sets a limit of 13 on the number of students on each course to ensure that they can get sufficient guidance from the teacher and have room to practise flower arranging. Classes are both theoretical and practical, with abundant flowers and greenery provided as part of the course. Background notes are provided on each course and the work of each student is evaluated by the tutor. Students who require local accommodation are given advice on request.

In addition, the School has also developed three on-line courses. These are the Floral Design Diploma, the Professional Floristry course and a Wedding Flowers course. Students on these courses have access to a personal tutor and are provided with a starter pack of essential materials for flower arranging. They can also access a variety of distance learning resources. They are assessed through an on-line examination and get a certificate on successful completion.

It is also possible to order other related items, such as books and videos, through the School's on-line shop.

A total of 340 students attended the School's courses from June 2014 to June 2015. Students come from a wide variety of countries, including Mongolia, Iceland, Eritrea, Nigeria, Singapore, the UK and the USA.

### **3. Inspection process**

One inspector conducted the inspection over half a day. The inspection included observation of the Business of Floristry course. Meetings were held with the Principal, the teacher and the Administrator as well as the students. The inspector reviewed the website and scrutinised some relevant documents provided by the School.

#### **4. Inspection history**

Full accreditation:	11 March 2005
Interim inspection:	19 December 2008
Interim inspection:	25 March 2011
Re-accreditation inspection:	14 and 22 March 2013

## PART B – JUDGEMENTS AND EVIDENCE

The following judgements and comments are based upon evidence seen by the inspector(s) during the inspection and from documentation provided by the provider

### 1. Significant changes since the last inspection

The School has developed its on-line course provision to three courses, as described above. It is in the process of developing its website to provide a more modern design.

### 2. Response to action points in last report

*Review the potential benefits and costs of bringing website maintenance in house.*

The day-to-day maintenance of the website is now carried out in-house.

*The School should consult the BAC Online, Distance and Blended Learning Accreditation Scheme document to see if this scheme is relevant, if the School wishes to use the BAC logo on the web page or any printed brochure advertising the School's online Professional Floristry Course.*

The School is considering applying to BAC for accreditation for their on-line courses. In the meantime, they have taken the BAC logo off the relevant pages of the website.

*The School should check the accuracy of a map, accessed through the School website, which is intended to show the location of the School's workshop at the New Covent Garden Flower Market.*

The map has been amended to provide an accurate location for the workshop in the New Covent Garden Flower Market.

*It is recommended that a brief, explicit appeals procedure be published to guide those who enrol for certificated intensive courses on floral design.*

Relevant students receive a letter, which includes provision for an appeal to the Principal, in the event that they are not satisfied with the tutors' decisions. The inspector judges that this is suitable for the type of courses the School currently offers.

### 3. Compliance with BAC accreditation requirements – spot check

#### 3.1 Management, Staffing and Administration

	Met	Partially met	Not met	NA
The standards are judged to be	✓			
<b>Comments</b> None				

#### 3.2 Teaching, Learning and Assessment

	Met	Partially met	Not met	NA
The standards are judged to be	✓			
<b>Comments</b> None				

### 3.3 Participant Welfare

	Met	Partially met	Not met	NA
The standards are judged to be	✓			
<b>Comments</b> None				

### 3.4 Premises and Facilities

	Met	Partially met	Not met	NA
The standards are judged to be	✓			
<b>Comments</b> None				

**PART C – SUMMARY OF STRENGTHS AND ACTION POINTS**

**Institution's strengths**

The small team works well together to deliver a good experience for the students.  
Teaching is delivered with enthusiasm and is highly practical. It engages the students well.  
Courses include information about setting up a business and help finding work experience and therefore meet students' needs and objectives very well.  
The premises and location are attractive and provide a good learning environment for students.

Actions required	Priority H/M/L
None	

**COMPLIANCE WITH STATUTORY REQUIREMENTS**

Declaration of compliance has been signed and dated.	YES
Further comments, if applicable	