

BRITISH ACCREDITATION COUNCIL INSPECTION REPORT

INTERIM INSPECTION (Short Course Provider)

PROVIDER: Judith Blacklock Flower School

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

HEAD OF PROVIDER: Mrs Judith Blacklock

ACCREDITATION STATUS: Accredited

DATE OF INSPECTION: 30 July 2019

ACCREDITATION COMMITTEE DECISION AND DATE: Continued accreditation 26 September 2019

PART A – INTRODUCTION

1. Background to the provider

The Judith Blacklock Flower School (the Provider) is a privately owned small specialised organisation that runs a range of short courses in floristry, floral design and flower arrangement. The Provider offers its courses in a ground floor premises in a mews in Knightsbridge, London. The Provider also has access to two stockrooms containing specialist floristry materials.

The Provider aims to provide teaching in classic flower arranging skills and cutting-edge contemporary floristry for participants in the United Kingdom (UK) and overseas. Classes are both practical and theoretical and top-quality flowers and greenery are provided, within the course fee, for each course.

The Provider is a private limited company whose sole owner, the Principal, is supported by an administrator and a technician. Founded in 2000, the Provider's range of courses has grown in response to market demand. The Principal is also an author who has published 17 books on floristry and wedding flowers and has recently taken on the role of publisher and editor of a well-known floristry magazine.

2. Brief description of the current provision

The Provider is currently running several face-to-face open courses ranging from an intensive two-week Professional Business of Floristry course and a one-week intensive course to day courses and half day practical sessions on flower arranging. Open courses are programmed at regular intervals throughout the year.

The Professional Business of Floristry course and the one-week intensive diploma course form the main part of the Provider's programme. Shorter courses, including a Wedding Flowers course, are run regularly throughout the year. Additionally, bespoke courses for overseas groups are run according to demand and there is also some online provision. The two-week Professional Business course is accredited by the American Institute of Floral Designers (AIFD). The week and two-week courses include a visit to the New Covent Garden Flower Market.

The Provider runs three online courses, an Online Professional Floristry course, an Online Wedding Flowers course and an Online Floral Design Diploma. Books, videos and materials to support learning can be ordered through the Provider's online shop. Work experience is available for any participant completing the Professional Business of Floristry course in the UK or outside the UK. This is arranged through the Principal's extensive range of contacts.

At the time of the inspection, a one-week intensive face-to-face course was being run and the session taking place during the inspection was on the practical aspects of producing flower crowns. There were ten participants enrolled on the course, all of whom were female and over the age of 18. Participant numbers are generally limited to 13 on all courses so that the participants can work closely with the tutor and have the necessary space to practise floral designs.

Participants come from a wide range of countries. The recent recruitment strategy has focused on the Middle East and the United States of America. The future involvement of participants under the age of 18 is being considered, although no such participants were enrolled at the time of the inspection.

3. Inspection process

One inspector conducted the inspection over a day. The inspection included meetings with the Principal, the Administrator, the Technician, trainers and participants. Periodic observations of the class took place throughout the day. Key documentation was scrutinised. Full documentation was made available to the inspector and the staff co-operated fully with the inspection process.

4. Inspection History

Inspection Type	Date
Full Accreditation	11 March 2005
Re-accreditation	14 & 22 March 2013
Interim	22 June 2015
Re-accreditation	9 & 17 May 2017

PART B – JUDGEMENTS AND EVIDENCE

The following judgments and comments are based upon evidence seen by the inspector during the inspection and from documentation provided by the institution.

1. Significant changes since the last inspection

There have been no significant changes since the last inspection.

2. Response to action points in last report

There were no action points in the last report.

3. Response to recommended areas for improvement in last report

There were no recommendations in the last report.

4. Compliance with BAC accreditation requirements

4.1 Management, Staffing and Administration (spot check)

The standards are judged to be:

Met

Partially Met

Not Met

Comments

The Provider is well managed and administered. The Principal is fully involved in running and delivering the courses and works closely with the administrator. They work well as a team.

The Administrator has worked at the Provider for over a year and the Technician has been at the company for ten years. As a result, the day to day management of the organisation is very efficient to the benefit of the participants.

The information provided to prospective participants on the courses and facilities at the Provider is accurate and regularly updated.

Feedback is obtained from participants by means of evaluative discussions at the end of each course involving the course tutors and the Principal. The resulting feedback is used effectively to plan ahead and modify the courses as required.

4.2 Teaching, Learning and Assessment (spot check)

The standards are judged to be:

Met

Partially Met

Not Met

Comments

Courses are delivered by dedicated and experienced practitioners with extensive experience in floristry. The practitioners have good teaching skills, based on previous teaching and management experience in further education.

The Principal has organised major cut flower events in the UK in 2011 and 2014 and regularly visits many floral events in Europe to keep up to date with the latest trends, which are reflected both in course programmes, and the books and magazine articles.

In the sessions observed, participants successfully constructed, wired and taped flower crowns from roses, carnations and hydrangea leaves. Key points of theory were delivered well and the addition of examples of the trainer's practical experience effectively enlivened the delivery to fully engage the participants.

The learning aims of the day, incorporated in the detailed lesson plan, were clearly articulated to participants and were constantly reinforced throughout the day, resulting in high quality outcomes from participants.

Planned assessment and feedback is provided to participants on a continuous basis as part of practical teaching. All participants observed were fully engaged and committed to completing their work to a high standard.

Participants benefit from an excellent reference library stocked with a comprehensive range of up-to-date books and magazines, including those written by the Principal.

Participants on online courses have access to a personal tutor and are sent a starter pack of essential materials for flower arranging. They can access a variety of distance learning resources, such as handouts, magazine articles and videos of flower arranging. Assessment is through an online examination and successful participants receive a certificate, graded at three levels.

The shorter courses, that are unaccredited meet, the needs of those participants who are interested in floristry as a hobby or who work in floristry and are seeking to update their skills and knowledge or may wish to consider changing their careers.

4.3 Participant Welfare (spot check)

The standards are judged to be:

Met

Partially Met

Not Met

Comments

Participants receive excellent ongoing support from all members of the staff. They have a comprehensive induction from the Principal on the first day of the course which includes aspects relating to fire precautions, first aid and, for international participants, advice on London attractions and facilities. Handouts on all courses are provided in several languages to support participants.

A recommended accommodation list is provided to participants on request. The list includes a range of suitable accommodation which has been inspected by the Provider to ensure that it is of the required standard.

The terms and conditions on the website include very fair refund terms. Participants' attention is drawn to such aspects as the complaints procedure, incorporating reference to the BAC's own procedure, when a booking is confirmed.

4.4 Premises and Facilities (spot check)

The standards are judged to be:

Met

Partially Met

Not Met

Comments

The premises are of a high standard and fit for purpose and located in a traffic-free location near Knightsbridge station in central London.

The ground floor classroom is attractive and well lit, with ample table space for participants to work on their flower arranging tasks.

The attractive premises, table space, areas for relaxation and the high quality of flowers provided for participants on all courses ensure a pleasant working and learning environment for staff and participants.

4.5 Compliance Declaration

Declaration of compliance has been signed and dated.

Yes

No

PART C – SUMMARY OF STRENGTHS AND ACTION POINTS

STRENGTHS

High quality teaching is delivered by dedicated, experienced practitioners and this facilitates participants to develop their floristry skills and knowledge very well.

The high quality of flowers assists in enabling learning outcomes to be successfully achieved.

The well-located premises provide a highly pleasant learning environment for the participants.

ACTIONS REQUIRED

None

High

Medium

Low

RECOMMENDED AREAS FOR IMPROVEMENT *(to be reviewed at the next inspection)*

None

COMPLIANCE WITH STATUTORY REQUIREMENTS - FURTHER COMMENTS, IF APPLICABLE
