

JAIMIE FLORISTRY LINCOLN'S FLORIST

"Keep an open mind. I am learning skills you don't typically use in a flower shop"

Tell us about yourself..

Hello, My name is Jaimie, I am 20 years old and I am currently a Level 2 Floristry apprentice at Lincolns Florists in Huddersfield. I am particularly interested in the more modern arrangement style!

Why did you choose an apprenticeship?

I chose this apprenticeship to build on my floral knowledge. I wasn't interested in going to University. I wanted to go straight into work as I was ready to make my own money. This course allowed me to become a better florist so I can achieve my career goals.

How did you find out about it?

I discovered this apprenticeship through my employer. and to my understanding my employer discovered KEITS through the Gov website. my employer was eager to find a company who will provide

the professional standard of floristry training. This kind of training can be difficult to find in our local Kirklees area.

How long have you been in the industry?

I have been around the industry almost all my life. My family took over Lincoln's Florists when I was really young and I spent many school holidays sat in the shop watching my Mum make all kinds of arrangements and trying my best to help out at busy times. I have always known that I wanted to work in the floral industry and I have only just become an official member of the Lincoln's team in the last few years.

How do you feel you have benefitted from doing an apprenticeship?

My first year as an apprentice was my own confidence! Now that I'm taking more shop and telephone orders my customer service skills have improved greatly. I feel comfortable with all of the customers which allows me to take their orders or answer any questions with a smile (even if its behind the mask!) and complete my job to a high company standard.

What is the most interesting thing that has happened since being on this apprenticeship?

There has been a few interesting highlights from my apprenticeship but one that sticks out to me would be Christmas 2021. Due to the new variants and never ending covid regulations we only had two members of staff in the store throughout the Christmas period while having our busiest Christmas to date! It was extremely busy but my teamworking skills grew as well as my flower arranging. Nothing felt better than sitting down on the sofa on Christmas eve after we closed the shop for new year!

What advice would you give to someone looking to come into the industry or looking to start and apprenticeship?

I would say to keep an open mind! Sometimes when you come into the industry or apprenticeship you may only have your mind set on one thing. For example I wanted to learn more about floristry work that I could use in the shop but, I am learning about some skills that you don't typically use in your modern day flower shop. Despite this I could now go into different fields of the industry such as competitions that tend to focus on a particular kind of floristry that I am currently learning through KEITS.

What are you plans after your apprenticeship ?

I think I may go on to another level of my floristry course. As I think it would be a good idea to continue to widen my knowledge in the industry. I would like to continue to work in Lincoln's florists and hopefully one day be able to run it myself. It would be great if we could keep our little flower shop in my family!

