

**Q8 Please comment with anything you would like us to know or that you feel the BFA can do to help florists at this time. Your ideas and thoughts are welcome.**

Answered: 228 Skipped: 295

#	RESPONSES	DATE
1	90% web sales now , house plants through the roof.	6/28/2020 7:22 PM
2	more info on WAles, BREXIT and flower prices	6/19/2020 10:11 AM
3	A lot of the uncertainty is down to getting the message across to people that you're here to offer what you can. Flower prices are through the roof at present and you don't want to give the customer anything less than before the lockdown. As the end user you tend to get the rough end, so it would be good if there was a way of collective purchasing so that you could bring prices to a sensible level.	6/19/2020 9:33 AM
4	I think you've done an amazing job keeping us informed and encouraging us to try to keep going.	6/18/2020 9:38 PM
5	more campaigns in the media to support of independent florist	6/18/2020 9:31 PM
6	I think florists are benefitting at the moment because not as many people are going to the supermarkets to buy flowers	6/18/2020 9:09 PM
7	Generally the consumer has not been price sensitive over the last few month and average spend has been higher. I do not believe this will continue much beyond September when the economic reality will begin to bite. I expect flower prices to be much higher I anticipate the need to make a few flowers go further to be innovative with design and become more adaptable to changing supply. I think the market will polarise; there will be consumers who will look for price only and those wanting innovative style and great quality. I believe that wedding work will need to become more refined.	6/18/2020 12:01 PM
8	Please can the BFA urgently look into how they can better support POC within the association and look at why there is a lack of diversity within the industry. BFA were one of the only industry organisations to post in support of Black Out Tuesday for Black Lives Matter. No statement of support or belief in equality was released though. I believe the BFA can be Industry leaders who set an example for others to follow. Please can the BFA help look at how the 'traditional' Florist can compete with the growing trend of Flower Grower/Florists. During Covid when wholesalers were closed, they were able to sell. I have now lost clients who are buying direct and don't mind if the grower isn't qualified in floristry. They like the idea of 'buying British' and with less air miles. They can also buy at a cheaper price point. With no access to land of my own, how can I compete? For example : Could we invite more large scale British growers to Fleurex? Create a resource for Florists to find suppliers who are growers but who won't also become our competition? Start a promotion or campaign for Industry qualified Florists. Taking back the title of 'Florist' for those who have studied or have trained and are skilled. Look into if the trend for floristry workshops is going to have a long term affect on the industry. Are we selling our skills and creating a problem for the future?	6/18/2020 10:32 AM
9	Have more information on British Growers, during the lock down when the Dutch suppliers were closed, I found a few websites with British flower growers and was able to support one, but would love an extensive list from around the UK	6/18/2020 10:15 AM
10	Keep sharing information	6/18/2020 5:36 AM
11	I was surprised at how busy i have been working behind locked doors during the lock down so many people wanting to send flowers to say thank you/missing you/birthday/get well/sympathy bouquets	6/18/2020 12:04 AM
12	I feel that the bfa could push the benefits of independent florists as opposed to constantly hearing adverts from companies such as zing flowers etc. who deliver in a box etc. As a small business I feel that those who don't actually specialise in flowers i.e. m & s etc. Get more noticed than florists. It would be nice to see a much more prominent advert on our behalf. I have actually seen what these companies send out yet we still aren't considered as the first choice so something is not right!	6/17/2020 11:23 PM
13	Well, it's tough going as an event/wedding florist! I think next year onwards will be amazing, but it's about surviving until then. Grateful to BFA for the info and support, def as many have plans to diversify the business for the short term at least.	6/17/2020 8:50 PM
14	Flowers have been missed by my customers, and now they have a chance to embrace them again, and after all they put a smile one peoples faces, that goes a long way right now.	6/17/2020 8:47 PM
15	All florist are different, so it would be good to see what others have done, maybe a section in	6/17/2020 8:37 PM

	the magazine.	
16	try and look at flower price, we cant continue with the prices as high as they are at them moment, this does worry me	6/17/2020 8:15 PM
17	I think an advertising campaign to encourage sales of flowers through proper rate paying retail outlets . Showing the science behind buying stunning displays and design . Showing the impact not only on the person buying the flowers but also the impact the flowers have on the recipient that they remember the message conveyed what ever the message for ever. Showing beautiful quality design not the rubbish that some people that call them selves florists churn out. Kind Regards Emma Dandy	6/17/2020 7:20 PM
18	Bouquet price average dropped from £54 to £42 however more sales - used to do on average 12 deliveries a day now 25	6/17/2020 6:58 PM
19	It will take a very long time to get back how it was	6/17/2020 6:50 PM
20	do you have a crystal ball to help us in the future ?	6/17/2020 6:48 PM
21	x	6/17/2020 6:19 PM
22	We have noticed more local orders than interflora which is better for us. I wonder if people will shop locally more now.	6/17/2020 6:05 PM
23	Na	6/17/2020 5:56 PM
24	I feel sales will be down as less disposable income and higher propensity to save money. Rent doesn't go down though!!!	6/17/2020 5:36 PM
25	Keep us updated with what's happening leaving Europe. I am in a 50/50 split weather to continue with being a sole trader. It's going to be a long year.	6/17/2020 5:08 PM
26	we as an independent business need to retrain the public away from the big business multiples	6/17/2020 5:01 PM
27	We can all feel confident and support one another throughout this horrible situation we are all in to ensure that we can carry on regardless and stay positive.	6/17/2020 3:52 PM
28	I struggle to be able to supply British grown flowers	6/17/2020 3:44 PM
29	It has extremely hard work to keep going but so pleased we have. We have a far larger customer base and hoping they will continue to use British Grown Seasonal flowers	6/17/2020 3:36 PM
30	Just be competitive and not greedy like in the past and with the higher price the home florist will struggle making way for the professionals	6/17/2020 3:08 PM
31	Read my answer earlier	6/17/2020 2:53 PM
32	Been busier with the doors shut than when we are open!!	6/17/2020 2:51 PM
33	its all so up in the air at the moment and it all depends really on whether we get a second spike or not.....we plan to bring our staff back gradually and see how each weeks goes.	6/17/2020 2:49 PM
34	help to access british flowers would be great	6/17/2020 2:49 PM
35	I closed my retail shop in April and have been busier than before. More deliveries as people aren't visiting.	6/17/2020 2:49 PM
36	Central Scotland.	6/17/2020 2:39 PM
37	To create a platform of available florist job in the country	6/17/2020 2:32 PM
38	keep supplying us with up to date news from the government you are doing a great job ! make sure they do not put extra tariffs on flower imports after brexit	6/17/2020 2:32 PM
39	we have followed all guidelines, we have been checked out twice by the council, once by the police and once by trading standards, all said we are doing it right	6/17/2020 2:28 PM
40	Speculation on flower prices over the next 12 months	6/17/2020 2:23 PM
41	.	6/17/2020 2:21 PM
42	N/a	6/17/2020 2:19 PM

43	Share success stories of others	6/17/2020 2:18 PM
44	Social media has been great for the business I do work for during this period .. some assistance advice for members would be welcomed I'm sure	6/17/2020 2:17 PM
45	Assist with clarifying our position on flower import costs after Brexit	6/17/2020 2:16 PM
46	Champion the unique nature of our skills	6/17/2020 2:13 PM
47	.	6/17/2020 2:11 PM
48	Finally free of relay work! Intoxicating! Wish I'd done it years ago!! Peeps still need educated... Suggestion for your open order title- Pandora's box... Open up to the magic of flowers.	6/17/2020 2:11 PM
49	I am mainly a wedding florist, but during the lockdown my funeral & gift business has increased as there were no shops open near me. That business is dropping off as more florists are working behind closed doors.	6/17/2020 2:10 PM
50	I believe that the floristry industry is going to be hit hard with a lot of business transferring on line And to mail order	6/17/2020 2:03 PM
51	Just to say thank you for information , but I live in Guanajuato Mexico. Thank's for share !!	6/17/2020 5:25 AM
52	So much social media bombardment. I don't know which way to turn to start advertising	6/16/2020 8:56 PM
53	I would like to protect our industry from hobby florists who haven't got the experience and /or training to provide how standard flower designs. An accredited certificate that we can use to show we meet the florist industry standards	6/12/2020 4:45 PM
54	Question 7, I think my answer would have been, I think people will continue to buy flowers probably not as much and in the slightly lower price bracket as this is already happening for me. Also listening to the news this morning and the talk of a recession looming, it could mean table flowers may not be so popular, but I do think flowers will always be wanted for special occasions, weddings and funerals.	6/12/2020 8:47 AM
55	All my brides have re booked for 2021, some having to take a Sunday date. A couple have fitted in with me to get a date when I am free, so clearly they still want to invest in flowers and not cutting corners. As I am a 'studio' florist, my way of working if one on one. I don't feel the way I work will change and 2021 will be a busy year.....fingers crossed it doesn't rear it's ugly head in 2021 and everyone can have a good year!	6/11/2020 10:04 AM
56	-	6/10/2020 8:56 PM
57	I tried to apply for a grant and loan.but got turned down every time.so gov help isn't there.so I have to see what happen s	6/10/2020 7:59 PM
58	I would say, for the time being, have the confidence to implement what ever changes you feel necessary to help your business survive. opening hours, days, reduced or increased stock selection, change your price range, 24 advanced notice for deliveries...whatever it takes, it is a good time to implement changes for the better.	6/10/2020 2:17 PM
59	We have done loads of funeral work	6/9/2020 4:42 PM
60	I have a feeling we will have a dip in sales at some point , increases in out goings and bills	6/9/2020 4:28 PM
61	We are managing running the business ourselves enough work to keep us going, but worry when staff return after furlough and sales have not increased back to normal levels	6/9/2020 1:25 PM
62	Feel many of the public will still only go shopping for essentials so will send flowers as gifts when perhaps they wouldn't have done before.	6/9/2020 11:44 AM
63	News updates on Wales would be appreciated	6/9/2020 9:48 AM
64	Florist's choice is the way forward... as a relay florist , I will most probably call it a day if it goes as before.	6/8/2020 11:07 PM
65	Sorry no idea	6/8/2020 8:16 PM
66	We will not be bringing our staff back full time in the short term and are taking it a day at a time .. we will not be having a flower stand only impulse and bunched stock... we will have to continue a high social media presence and keep our website high in the rankings ... fingers crossed and one day at a time... Some educational stuff on social media would be useful x	6/8/2020 5:28 PM

67	Specific differentiated advice (where necessary) for studio florists vs retail florist. As a studio florist working from home, I often find a lot of information and advice is targeted mainly at retail florists, much of which is not relevant to studio wedding/event only florists.	6/8/2020 4:19 PM
68	The Bloom Rooms have been great. It might be an idea to have some sessions with a guest speaker on alleviating anxiety. Things can be quite overwhelming in waves!	6/8/2020 3:48 PM
69	.	6/8/2020 3:23 PM
70	Na	6/8/2020 3:17 PM
71	Our shop personally, is doing really well, and keeping two staff very busy, so much so we have had to get help to do deliveries, as there is a huge increase in deliveries because of regulations. One member of staff was only furloughed for 4 weeks when we had to bring her back to full time work!	6/8/2020 3:14 PM
72	Can you offer any advice on wedding consultations? All information I see are for traditional shops and for those with staff. I sit in my studio up to 2 hours at a time face to face with couples and unsure how I can safely work. Is a screen enough? Should I limit amount of attendees (sometimes 4 or 5 turn up!)	6/8/2020 3:13 PM
73	Having dealt with fire, flood and recession before I am confident that we can adapt, but as to what that might be - I have no idea!!! I think that the BFA has been very supportive, keep up the good work. I am frustrated to see the likes of Moonpig & Freddie's Flowers advertising on TV, I think the promotion of what and how independent florists are different to these companies would/could help us moving forward.	6/8/2020 2:32 PM
74	I am / like many floral folk / concerned as to the future of our wonderful trade but this is a learning curve for us all . We have to show our many skills & knowledge with the younger generating -wiring + mossaing & other skills that are not taught in colleges . Maybe you should have a list of folk whom have the skills & the knowledge to hire themselves out to companies - one a day basis to coach like minded floral folk . I for one would be most happy to travel to different areas by public transport & it would be most rewarding to pass my knowledge on + see the end results . Why is it that some florists ( not all may I add) do not want change & definitely do not want a skilled floral folk in there company at all .	6/8/2020 1:27 PM
75	more marketing	6/8/2020 1:26 PM
76	Give some advice with regards to what to put in place within shop to reopen thank you	6/8/2020 12:24 PM
77	Just keep us up to date with how we are fixed legally with regards to shop opening etc you have been very helpful with your advise so far... Thank you...	6/8/2020 11:54 AM
78	Would like to know what the BFA is doing to help florists who are from the BAME community?	6/8/2020 11:43 AM
79	I have a small shop so am trying to find ways to keep customers safe when I reopen. Also when busy have additional help in but due to limited space social distancing will be a problem.	6/8/2020 11:35 AM
80	.	6/8/2020 11:29 AM
81	Advertising how florists are so much better than supermarkets	6/8/2020 11:11 AM
82	I feel there would be a decrease in the buying power as we go into recession. People who are on furlough may not have a jib to ho back to. It will be tough as flower prices have increased. Also more people will concentrate on plants as they last longer thus have more value compared to flowers.	6/8/2020 10:27 AM
83	sharing ideas and links to info re the current situation. Knowing you are there to support us is help in itself.	6/8/2020 10:26 AM
84	I will be using more British flowers	6/8/2020 10:10 AM
85	Trade is very brisk at the moment with on-line and telephone orders for gift bouquets and funeral work. Average spend is more. Whether this continues is anyone's guess but hopefully with the trend towards home deliveries and on-line shopping and using small business we can make it work. Just need to embrace change!	6/8/2020 9:40 AM
86	They will be a very deep recession and I think flowers will be the last thing on people's minds. The hospitality industry crash will have huge implications on florists and the quarantine visitors law will devastate shopping and hospitality in the UK. Most freelance staff I know are retraining	6/8/2020 9:06 AM

to work in other fields as there will be very little need for them until next Spring. Florists who rely on sympathy work may pull through and flower shops that have diversified into cafes or gift shops in a good location may survive. Our industry was not in the best of health at the beginning of the lockdown and so I think many will be struggling to see where they have a future. Hobby florists or wedding florists working from home may recover sometime next year but they are looking at a very bleak 6 months ahead.

87	Keep looking out for us, sending us updates on government changes for our industry, great advice all the way through , especially the furlough documents , thank you very much	6/8/2020 8:50 AM
88	support the smaller businesses that are struggling in this climate	6/8/2020 8:48 AM
89	Perhaps be more widely recognised by the general public as the voice of the florist?	6/8/2020 8:47 AM
90	.	6/8/2020 8:34 AM
91	not all staff required until we see how things go	6/8/2020 8:33 AM
92	Our online sales have gone through the roof. My shop is in a high footfall, affluent area and most sales before were passing trade and weddings, online was only about 10%. Not sure if going forward online will continue to be so high, or whether shoppers will be confident to shop in store again. It's all the uncertainty that is difficult.	6/8/2020 8:31 AM
93	Continue to support the industry, all florists, the BFA is our organisation that represents us all. Dont spend money on large conferences, we require to be noticed by the government for our skills and be valued.	6/8/2020 8:30 AM
94	I have been so busy, sending out Birthday bouquets and many sympathy designs. All with social care. I am very surprised how busy I have been.	6/8/2020 8:17 AM
95	I've not received the SE grant as I have received my state pension for the last 18 months and my profits from the shop were too low to qualify. I've given notice on my lease, I'm at an age where I really do not wish to struggle on for any longer on the high street, it's been so tough for years now, enough is enough, I have a break clause in my lease, so am taking advantage of this.	6/8/2020 8:13 AM
96	No comment	6/8/2020 7:51 AM
97	With all the current overheads if running a retail shop I think more of us will unfortunately have to work from home	6/8/2020 7:48 AM
98	My main concern is still the high price of flowers from the wholesalers. It's so hard to make a living. If supermarkets stopped selling them what a wonderful place we would be in !!!	6/8/2020 7:46 AM
99	.	6/8/2020 7:42 AM
100	.	6/8/2020 7:36 AM
101	na	6/8/2020 7:33 AM
102	I see no future for any help in the shop, unless I use a courier, as my van cannot be shared with any new member of staff due to covid	6/8/2020 7:31 AM
103	with the scale down of funerals and wedding s the scale down of flowers go hand in hand at this pandemic time . Thank fully we have great support from our customers over the past 21 years. customer service quality of flowers and a good wholesaler and good staff training	6/8/2020 7:10 AM
104	promote florist shops they are the face of our industry in affect we are the car showroom	6/8/2020 7:04 AM
105	.	6/8/2020 7:00 AM
106	If you are a florist that has had no business whilst the lock down been on I think you have a hard task on your hands.... however I feel the consumer will be supporting the local shops far more in the future.... we have all had a reality check and a lot of people have realised what's more important And I think a lot of people will have disposable income due to the fact they have not been anywhere to spend any money	6/8/2020 6:51 AM
107	I've been working Alone from a closed shop since beginning of April and had the busiest 2 months ever ( 30 years trading this year)	6/8/2020 5:53 AM
108	No one is mentioning or talking about the wedding and event sector of our profession I have	6/8/2020 5:18 AM



been a professionally trained florist for over 20 years and have been through times of plenty and time of hardship before but have never had to close by business for a period before. Even during the last recession we managed to keep trading. Having the prospect of up to 50 weddings being postponed and no income this year has been a strain on the business and my mental health and I feel no one is thinking about the wedding couples and wedding industry suppliers. With no indication as to when we are likely to be able to open again and hold massed events like weddings it is not only has a massive impact on florists but couples and the whole of the hospitality world. We have built our reputation on being amazing event florists and to diversify now would be difficult. In an industry where local shops are struggling with competition to offer the same as these business would seem futile and to increase our workshops that could be social distanced would mean having to look for new larger premises at a huge cost with no idea whether this would be successful. On top of which if suddenly events are allowed to proceed our focus would need to be on those events already booked and waiting. Without any indication of when we are likely to be allowed to hold events this give us little or no idea now to plan the future of our business. Even if the Government indicated that this was unlikely to take place this year we would have some idea of what is possible but as I mentioned at the beginning no one seems to want or even discuss this situation. Whilst I appreciate this is unprecedented times and we do not know how the virus will pan out it would just be good to know that someone is thinking about us. We are not in the same place as pubs or restaurants where social distancing is possible even if a little difficult. Our industries events are usually on average a meeting of over 60 people as attendees upwards or hundreds and thousands without all the suppliers involved. Some indication or even discussion would be welcome so that plans and diversity can be thought through Sorry for the long post but you did ask 😊

109	With wedding work off the agenda at least till Autumn this will hit businesses hard.	6/8/2020 2:14 AM
110	I think this survey is great and look forward to seeing what others are doing in the industry!	6/8/2020 2:01 AM
111	Any help or advice relating to the situation that we are all in would be most appreciated. I feel that we are in unknown territory at the moment and in the future both with covid19 and the effects on the economy in the months and years ahead. On a personal level I am very positive and have just kept going behind closed doors since lockdown.	6/7/2020 11:44 PM
112	Guidelines on how as florists we can keep our staff safe.	6/7/2020 11:38 PM
113	Due to childcare I've had to remain closed but have had the odd item from home. Hone studio under construction and I hope to be up and running from hone by end of June. I feel this option safeguards my business and my family from the threat of future lockdowns.	6/7/2020 11:12 PM
114	I think flower sales will drop as more shops start to open. More pulls on people's wages.	6/7/2020 11:04 PM
115	Any support from the BFA is always welcome , feels impotent to be part of an industry and not just in your own boules,	6/7/2020 10:42 PM
116	You guys are already helping us with the guidelines to keep working	6/7/2020 10:28 PM
117	Offer free membership to freelance florists as they are the most hit by this lockdown . Give them confidence to re build their craft	6/7/2020 10:09 PM
118	Clear guidelines on what we can and cannot do	6/7/2020 10:04 PM
119	My shop was initially closed for a few days until wholesalers were back up & running. My already strong web sales have increased by 300% and by the end of June I will have beaten sales from last year entirely. My phone sales have also increased by a similar percentage. Obviously my shop visitors are currently zero, no weddings, no contracts for the foreseeable future. I think the government should be asked why supermarkets have been allowed to sell flowers & plants off their shelves through the lockdown whilst flower shops have only been able to operate online & on phone.	6/7/2020 9:51 PM
120	I originally changed the shop selling lots of plants and compost . This has continued alongside my business	6/7/2020 9:46 PM
121	I think people will be more discerning about what they buy and spend there money on. Less quantity but with a higher sales Value.	6/7/2020 9:45 PM
122	Haven't got a clue	6/7/2020 9:43 PM
123	We have just started back this week doing deliveries - previously closed since Mother's Day. Seem to have a warm welcome back so we shall see. I think people will want different price	6/7/2020 9:22 PM

points whereas I didn't necessarily cater to the lower range, I think we all need to adapt to survive so will look at a good selection

124	We are a small shop and I cant see a way to social distance therefore unsure of how and when we will be able to open but optimistic that we will be able to operate behind closed doors for collections until it is safer.	6/7/2020 9:05 PM
125	As an Interflora member we are finding fulfilling open orders, rather than IF Collection orders, is so much more enjoyable.	6/7/2020 9:00 PM
126	Helping us to understand how to use social media and the internet to our advantage and our responsibilities to staff and consumers at this time	6/7/2020 8:52 PM
127	Unity, strong leadership and guidance will be required from the BFA. Really appreciate the help and information given already and the way you have adapted. Keep up the good work, thank you.	6/7/2020 8:42 PM
128	I think that put all your energy into your business & you will make it work if not ring me happy to help you Katie Picco 07958793422	6/7/2020 8:39 PM
129	in smaller towns we are all working together to help each business with deliveries and collaborate in promotions.It has been working very well so far but we have to be willing to adapt to our customers requests	6/7/2020 8:33 PM
130	Very happy that you guys approached the government because I've worked all the way through the pandemic. I think it has been the making of my shop.. Thank you ☺	6/7/2020 8:26 PM
131	Tv ads' buy from local florists	6/7/2020 8:21 PM
132	We are dependent on return of the hospitality / wedding sector and confidence in the general public	6/7/2020 8:17 PM
133	Some free, support local florists advertising resources would be helpful	6/7/2020 8:15 PM
134	None	6/7/2020 8:14 PM
135	As a retail florist I think we may have to change from our current model... Maybe start to include mailing out bouquets and cut flowers. Research ongoing at the moment.	6/7/2020 8:13 PM
136	We all have to stay positive I have 4 girls working for me we will have to just try our best ride the storm god willing we will move forward	6/7/2020 8:12 PM
137	I think online sales will be the way forward. Florists have to go back to " the old school way of selling", treat everyone that wants to spend money in your shop " as god". Money is hard earned now and there's going to be many people out of work. Many business close down. We have a contract with a very large funeral director, but we have noticed the amount people are spending on flower for funerals has dropped by 23.48% since COVID 19 hit.	6/7/2020 8:11 PM
138	Moving forward it is the concern about flower prices, the supply chain as we see if Covid impacts growers, be it British or Dutch and Brexit tariffs	6/7/2020 8:09 PM
139	Keep advertising us	6/7/2020 7:59 PM
140	We shut for a month, then opened. I (owner) worked for two weeks on my own and was overwhelmed by work, couldn't cope and so unfurloughed my one member of staff. We have been both working like maniacs for over three weeks now. Really, really busy.....but I don't believe that it will continue like this, I think that times will be hard as we get further down the line and lots of people will be made redundant once furlough has to be topped up by the employers. Hope I'm wrong though!	6/7/2020 7:56 PM
141	A lot of customers have resorted to E Florist when we couldn't get flowers. I've seen a page on Facebook with thousands of complaints from customers, who have been misled with the pictures of their flowers on line looking fantastic, but different story when received. I would like to see this kind of company shut down for misselling if possible. Is this something you could get involved with please?	6/7/2020 7:51 PM
142	You have been doing a great job with bloom rooms	6/7/2020 7:41 PM
143	Get a good website	6/7/2020 7:40 PM
144	More funeral work	6/7/2020 7:37 PM



145	Try and control flower prices, the supply is less, demand more and the profit is getting smaller, there should be some rules or some help around pricing and some tips on how to make items look better value for money because each day, the florists' margin is getting smaller!	6/7/2020 7:36 PM
146	It's a worrying time going forward. We'll wait and see what happens	6/7/2020 7:32 PM
147	It's such a big unknown	6/7/2020 7:27 PM
148	After 40 years plus in the industry this could quite well change our industry as a traditional flower shop I think the customer coming into the shop will be far and few between ...my business gains a lot of income from off the street business ... and definitely I will need to consider staff resources differently particularly the drivers At the same time it's all a bit scary and I know I'm sure many shop owners are thinking the same ... to hear how other Florists are going to manage would be helpful	6/7/2020 7:27 PM
149	more support for us studio based florists your focus seems to be on retail florists and yet more and more of us are choosing to work from studios, you need to stop making us feel like the poor man of the industry.	6/7/2020 7:25 PM
150	Some florists like myself have had to shelter due to previous illnesses, will it ever be safe to go out? How do we treat wedding enquiries, decorating venues, etc?	6/7/2020 7:24 PM
151	Until the doors open, we don't know what will happen or how it will affect us.	6/7/2020 7:24 PM
152	I'm undecided what to do, whether to de furlough staff, all weddings postponed, not sure if customers will come back at all once shop opened again! Extremely uncertain!!	6/7/2020 7:23 PM
153	I am in the wedding and event industry and work from home . Nothing much can be done by you for me I will just have to build on funeral work	6/7/2020 7:17 PM
154	I have been working from home via my website and had my website scaled down to florist choice and just discussed with clients what flowers I had in stock. They seemed relieved they could get something for a birthday or funeral and were happy to with selection. I got a few nice testimonials. I was not busy all the time, but it's better than nothing. We would like to know if the BFA can offer a discount on our Membership this year as all florists were classed as non essential and we suffered especially Mothers Day when Boris said dont see your Mum. Hundreds of pounds of flowers wasted and we had to close the next day. We reopen on the June but dont know what to expect.	6/7/2020 7:17 PM
155	Continue to support florists in retail not from home. Educate the public about costs to shop owners	6/7/2020 7:10 PM
156	I'm working however o feel staff redundancy is in the cards	6/7/2020 7:08 PM
157	Flowers are a luxury item and during the current circumstances with money bring tight everywhere we are the first to affected. Let's hope we can get back to making people smile soon	6/7/2020 7:07 PM
158	As a wedding and event florist mu work has been postponed overnight to next year leaving me with no work for the foreseeable future. I have been planning ways to bring in extra income but it wont be a good as my weddings and events.	6/7/2020 7:04 PM
159	I've been in business for 25 years this July and I've survived a recession, a move of premises , a shop opening opposite me and now Covid - my business has an excellent website and during covid this has saved me ! I have a great relationship with suppliers and they've been with me every step of the way . As a business you have to adapt in order to overcome any obstacle which is put in your way . We've adapted during covid , changed the way we worked but maintained our excellent reputation, we even benefited from recommendations from Funeral Directors , they sent a lot of orders our way because their florist wasn't working !!!	6/7/2020 7:03 PM
160	Promoting flowers as much as possible	6/7/2020 7:03 PM
161	Guidance in implementing social distancing, posters that we could download, signage for the shop etc	6/7/2020 7:03 PM
162	Please keep us updated regarding how Brexit will affect our industry. Thank you.	6/7/2020 7:01 PM
163	Found this a very difficult survey to answer accurately. We closed on the 23rd March and reopened behind closed doors on June 1st. 4 staff were furloughed and wages topped up, on the 1st 2 were taken off furlough and remaining 2 stayed on but not topped up. First week was	6/7/2020 6:58 PM

much busier than anticipated. Think going forwards it will be busy until the recession starts to bite and people are made redundant, been through recessions before and survived but think this will be very tough. Have put the grant aside for the rainy days to come!!

164	I'm lucky I haven't closed at all made staff furlough managed on my own took 2 staff off furlough now taken 4 off furlough leaving 4on furlough with children	6/7/2020 6:55 PM
165	We are already seeing a positive response as a High street retailer. Supporting local & independent instead of the bulk buying warehouses & letterbox flowers. Our customers want to support their high street & lockdown has reinforced this. BFA PLEASE support your independent florists, not the relays	6/7/2020 6:53 PM
166	It has been great to have BFA supporting and helping with all the information from the Government. Guiding and helping us understand what is needed for us to adapt through such difficult times. Thank you 😊	6/7/2020 6:50 PM
167	I didn't have much of a choice; I am a director of a Ltd company so couldn't be furloughed and applying for a loan didn't appeal as I will still have to pay it back. The BFA helped me by telling me it was allowable to continue working. I would appreciate help in the form of training in social media and website use to boost sales in the coming months in the face of a recession.	6/7/2020 6:50 PM
168	I know that research is underway into sustainable practices in the industry but encouraging the supply chain to be more transparent about ethical and sustainable grown flowers (And foliage) would be great. I do buy british sometimes but often the grower sells direct too (so it's not always a particularly profitable way of working) Easier visibility on MPS certified imports would be great - and education on what it means to the communities when such products are bought.	6/7/2020 6:49 PM
169	.	6/7/2020 6:44 PM
170	I feel we have been overlooked with regard to us being an essential service,funeral directors are considered essential so I think we should have been especially under the current limited people able to attend a funeral circumstances,plus some florists are open some arent meaning a monopoly in the market	6/7/2020 6:43 PM
171	We have been working behind closed doors for the last 8 weeks. We have been busier than ever before. We adapted and stocked a lots of garden plants, we have a good online presence as well as online ordering available and have been doing 60/70 deliveries per day	6/7/2020 6:43 PM
172	I am grateful for all the templates, guidance, info and updates you have been providing so far please continue to do so.	6/7/2020 6:40 PM
173	Unsure	6/7/2020 6:40 PM
174	The village where my shop is has over 30 businesses still closed so it will take some time to get back to what it was or it might not happen at all .	6/7/2020 6:37 PM
175	We (2 of us) have been back in the shop for 4 weeks, working behind closed doors and offering delivery and click and collect. People comment everyday that they are glad we're back and offering our services. We're a High Street shop, and there seems to be alot of support from locals. It's been very positive. Our landlord reduced our rent by 50% for 1st month, 75% for 2nd month and we'll negotiate as to what we can pay month by month. Our corporate customers are not all back in their offices yet so not getting much work from them, but have been keeping in touch so all is positive. I hope this is of help in some way!	6/7/2020 6:36 PM
176	N	6/7/2020 6:34 PM
177	But British grown and locally grown flowers to be encouraged	6/7/2020 6:33 PM
178	n/a	6/7/2020 6:27 PM
179	Nothing thank you	6/7/2020 6:25 PM
180	People are buying flowers for themselves more but choosing a lower price point.	6/7/2020 6:23 PM
181	I think you are doing a brilliant job :-)	6/7/2020 6:21 PM
182	We have worked right through the lock down perood although having some staff ferlpoughed our traditional florist business funerals and home deliveries have been at record level. An up to date presence on the internet is vital. That's where your help should be focused	6/7/2020 6:21 PM
183	I decided after a lot of thought that having a shop based business, would not be cost effective.	6/7/2020 6:19 PM

So I went down the e commerce route with a studio. I was a member of the BFA. But felt very unwelcome and marginalised, as I didn't have a shop this meant I was less of a florist... I have managed very successfully through the recent problems all due to the way I set up my business. Its my work and quality of flowers that count not where I am based.

184	With more people becoming unemployed and wanting to make a "quick buck" we may find more amateurs trying to jump on the florist bandwagon. The likes of Freddie's Flowers and Bloom & Wild have probably picked up quite a bit of business during lockdown. The high street florist was already suffering the changing retail landscape and now we need to develop a strategy to deal with the effects of the virus too! We are going to need help to boost the reputation of properly qualified/experienced florists and get consumers wanting our products. We may need to adapt our offerings to do letterbox type deliveries or something else? Plants have been a growth area for a while and people have certainly enjoyed plant care /gardening during lockdown. Will they still make time for it after this, should florists be offering more plants and mixed plant/flower offerings?	6/7/2020 6:19 PM
185	.	6/7/2020 6:19 PM
186	Help with marketing	6/7/2020 6:17 PM
187	We still have Brexit to worry about! Thanks for all your hard work & information provided in relation to Coronavirus (& Brexit) very helpful & much appreciated	6/7/2020 6:16 PM
188	We florist need to reduce delivery area (that's too far for us to reach) by working local and support sending orders (not local) onward to other florist internally. We need to strengthen our internal communications and cooperation to reach many people and cover a maximum area/members of households local. This is to reduce any non-florist companies to act and sell on our behalf.	6/7/2020 6:14 PM
189	Concerned about how many customers in shop at any one time - how to cope with large families especially regarding funerals	6/7/2020 6:11 PM
190	People are buying flowers as there is nothing else they can do - no M&S cardigans or meals out?	6/7/2020 6:11 PM
191	N/a	6/7/2020 6:09 PM
192	I was furloughed but returned 4 weeks ago, very busy. Working 3 days at the moment	6/7/2020 6:04 PM
193	Advertising buy local in your town. Promote small business	6/7/2020 6:04 PM
194	We can all stay supportive of each other and continue to carry on forward.	6/7/2020 6:03 PM
195	I would like the bfa to work with the flower export industry in Holland to try and keep prices down for florists in the uk. How is it right that m and s can have a dozen sweet avalanche roses delivered free for less than a florist can buy them from a wholesaler. I do not feel the uk florists are being represented at Royal Flora Holland Level	6/7/2020 6:01 PM
196	BFA has provided lots of information during the pandemic, and created a genuine support and social structure for florists to become more involved with their colleagues in the industry. I hope more people will now support you	6/7/2020 6:00 PM
197	Quality lately is shocking, from Florismart. Thought best one as delivered to your door. How wrong I was, £200 out of pocket.	6/7/2020 5:53 PM
198	Just have to try and operate and see how things go . But it could be the end of many florists	6/7/2020 5:53 PM
199	I have worked from home since lockdown and i have been more busy than ever..	6/7/2020 5:53 PM
200	I feel the government scaring people with talk of a massive depression pending will scare people into not buying non essentials and make things impossible for the country to recover in any time to save the florist and other industries . Only by pulling together and carrying on can we as a country survive this not hunkering down and hoping it will go away	6/7/2020 5:53 PM
201	I have been busier with online sales during lockdown and I think this will continue when I open for quite a while till customers get their confidence back shopping on the high street.	6/7/2020 5:52 PM
202	I just don't know what will happen x	6/7/2020 5:52 PM
203	We need a better alliance with the national garden centre vouchers and the affiliation. We could improve plant sales and become little garden centre 'hubs' with some marketing and industry	6/7/2020 5:48 PM

promotion if lots of florists jumped on board the idea. We also need help with companies like serenata flowers who advertise as 'torquay florist' etc who are not clearly advertising themselves as a courier, rather than a local florist. This is often the case with google ads

204	Na	6/7/2020 5:48 PM
205	I think most florist who closed their shop will see there business affected. Customers are not loyal and will always remember who and what florists helped them during the lockdown. We have had over three hundred more likes on our Facebook page more messages. More reviews off new customers. Who would normally of gone to there normal florist Hope this helps	6/7/2020 5:45 PM
206	Have actually enjoyed lockdown as felt I have my shop back ! I employ seven members of staff and being a bloke do anything for a quiet life ! Things have to change wondering if I should get rid of Interflora! A big decision could really do with some help ! Michael	6/7/2020 5:45 PM
207	Since we decided to offer doorstep deliveries the past few weeks, the sheer demand for flowers and plants has soared for us. We will gradually witness a natural decline in custom due to the concentration of florists reducing, however I have held many a conversation with a strong push for the local economy and small business. As a community, we need to champion small businesses and the impact towards our local communities.	6/7/2020 5:45 PM
208	Carry on supporting as you do	6/7/2020 5:44 PM
209	Advertise local florists save the trip	6/7/2020 5:42 PM
210	How will the coming recession affect florists?	6/7/2020 5:41 PM
211	Concerned about the price of flowers going up	6/7/2020 5:40 PM
212	I'm not sure what will happen over the next few months when the lockdown is eased but will just take each week at a time	6/7/2020 5:38 PM
213	I think the BFA should be advertising to customers about using their local florist. I think the BFA should have been talking with government about keeping us open.	6/7/2020 5:37 PM
214	Clear guidelines	6/7/2020 5:37 PM
215	It's difficult to comment as I am a wedding & events florist & I am just hoping I will still get brides & companies coming to me.	6/7/2020 5:34 PM
216	I think flower sales will reduce as flowers are not essential for customers when money is tight, wedding budgets will be reduced next year due to rescheduling costs incurred and flowers always are further down the list of priorities, freelance work will be reduced to reduce wages for employers and I think plant sales will increase as people see the health benefits of them and they are long lasting. Is there potential that since Holland missed Mother's Day etc effectively will prices now go up at auction and have a knock on effect to cover their shortfalls from Mother's Day and the past few months? Christmas sales may be great as a result of this as people may have missed flowers that is certainly what I'm hopeful for.	6/7/2020 5:33 PM
217	The information you have been sharing to us re government has been very useful and helpful. Anymore of this is always appreciated, thank you.	6/7/2020 5:33 PM
218	I think this lockdown has shown how much money can actually be saved on overheads by florists if we carefully plan and adjust our business model. Protecting our health and those in the wider community means less contact and that has increased our online demand. All my recent sales have come from phone, social media and website. Any advice from bfa regarding online presence and working with a contactless business model would be a help to many I presume at this time.	6/7/2020 5:33 PM
219	Keep promoting the health side of the feel good factor of flowers .. Keep pushing the personal service of individual florists..positivity all the way when people purchasing flowers and reason why they should keep buying and sending flower s...	6/7/2020 5:33 PM
220	My main concern is if the level of work doesn't go back to normal what I'd do with all my staff. Also I'm expecting next year to be hard work and needing extra staff for all the postponed weddings.	6/7/2020 5:33 PM
221	As a wedding florist I feel it will be a good few month before weddings will return to normal it would be nice to know if there will be any help available to the events industry during this time.	6/7/2020 5:31 PM

222	Do you have a crystal ball. The supermarkets have not helped us as the pricing of our flowers we buy are more expensive than what the supermarket sell them for! If our industry is to survive there needs to be some major changes! It will be interesting to see how inter flora cope??	6/7/2020 5:31 PM
223	Going forward, if the government could give small grants to florists from the range of £1,000-£10,000. This will allow us to bounce back quickly. A big advertising campaign for flowers.	6/7/2020 5:30 PM
224	It would be handy to have a clear list of all of the new precautions/guidelines that we need to adhere to.	6/7/2020 5:29 PM
225	.	6/7/2020 5:29 PM
226	I think it would have been helpful if there had been more advise about the ability for those who have alcohol licenses to open during the lockdown. Some people were contacted by their council others (such as me in Leeds) heard nothing!	6/7/2020 5:27 PM
227	Is the floral industry a dying trade with so many florists starting out now?	6/7/2020 5:26 PM
228	Just lots of support	6/7/2020 5:25 PM