

10 Questions to Ask Before Booking Your Wedding Florist



Beautiful flowers are important, but so is the person behind them.

A florist becomes a key part of your wedding team. They'll guide you through the planning process, work alongside your venue and other suppliers, and often be one of the first people setting up on the morning of your wedding.

Here are some questions worth asking before you decide who to trust with your flowers.

1. Are you insured?

It might not be the most exciting question, but it's an important one.

Most professional venues require suppliers to carry Public Liability Insurance before they'll allow them to work on site. Insurance protects both you and your venue, and it's a good sign that you're working with an established professional business.

2. Are you a registered business?

Every florist operates slightly differently, but it's perfectly reasonable to ask whether they're a registered business and whether they're VAT registered if applicable. Professional floristry is about much more than creating beautiful bouquets, it's also about running a reliable business.

3. Have you worked at our venue (or somewhere similar)?

Don't worry if the answer is no. An experienced florist can work beautifully at a new venue.

What's more important is whether they understand the style of venue, access requirements, installation logistics and timings. A florist who regularly works in country houses, barns, estates or marquees will already know the sorts of challenges these venues can present.



4. Who delivers and sets everything up?

Some florists simply deliver bouquets. Others (like me) stay to install ceremony flowers, style reception spaces, liaise with the venue and make sure everything looks exactly as planned.

Knowing who is responsible for set-up helps avoid surprises on the day.

5. Can ceremony flowers be moved afterwards?

Repurposing flowers is a wonderful way to make your investment work harder.

Large ceremony arrangements can often be moved to your reception, entrance, fireplace or behind your top table.

Ask your florist:

- Is this possible?
- Who moves them?
- Is there an additional cost?

6. What happens if my favourite flower isn't available?

Flowers are seasonal, and Mother Nature doesn't always cooperate.

A professional florist should explain how substitutions are handled and reassure you that any replacements will suit the overall colour palette and style you've agreed. The overall look matters far more than one specific variety.

7. Who will actually create my flowers?

If you're booking an independent florist, the person you're meeting is usually the same person designing your wedding flowers. That continuity can be incredibly reassuring, especially if you've spent months refining your vision together.

8. How do you help us decide where to invest?

One of the biggest mistakes couples make is trying to decorate every corner of their wedding.

An experienced florist should help you prioritise. Rather than spreading your budget too thinly, they should guide you towards the areas that will create the biggest visual impact and be seen most by your guests.



9. How do you communicate throughout the planning process?

Every florist works differently. Some couples want regular updates, while others prefer to make decisions and then relax knowing everything is in hand.

Ask what the planning journey looks like:

- When is the final consultation?
- When is the final balance due?
- How are design changes handled?
- When will you hear from them before the wedding?

Clear communication makes the whole experience much less stressful.

10. Do I actually enjoy talking to this person?

This might be the most important question of all. You'll spend months planning together.

Choose someone whose style you love, but also someone who listens carefully, answers your questions, understands what's important to you and makes you feel excited rather than overwhelmed.

The right florist won't just create beautiful flowers, they'll make the whole experience feel enjoyable.

One final thought

Your wedding flowers are about far more than individual blooms. They're about creating an atmosphere. When you find a florist whose style, approach and personality feel like the right fit, everything else tends to fall into place.

I hope these questions help you choose with confidence.

Sally

Polly's Garden

p.s. There's more helpful info on the [FAQs](#) page too!