

Flowers from the Farm – members report 2022-2023

Our new website has been operational for 18 months and whilst there have been a few teething problems, the membership element functions as we expected. It has automated many of the processes and made it easier to manage. Now we have had a few months of “new” renewals we have identified some internal processes which we can improve and have clarified renewal information. This in particular relates to members paying by BACS which does not renew. It means that these members need to understand better that they have to renew manually and inform us to update their status. We are address it and considering introducing a direct debit option.

To help support members we have also introduced unique membership numbers which appear at the top of a members account profile when logged in. As flowers from the Farm grows, this may also help when identifying members at events etc.

We are adjusting the figures this year to align with our financial year (and our membership and financial software). Although on an annual basis this means comparison to previous years is not numerically as correct, the trends are consistent and the change has little impact on the overall position. Our new year is now 1st December to 30th November.

- There are currently 974 full paid up members of Flowers from the Farm. This includes the co-ordinators and is around 15% more than last year
- There are 15 “additional” members, very similar to last year
- This means that the total membership of Flowers from the Farm is 974 (at 30th November 2022)
- 278 members joined in the last 12 months
- 264 people have not renewed in the last 12 months, similar to last year

Membership is at a steady level. However, more needs to be done to understand who the leavers are and why they left. It is possible that retention could be improved with that understanding.

All members are subscribed to the new membership fee but there are 29 free memberships for the volunteer team and 5 free memberships for diversity scholarship. This would indicate an income of between £80,000 and £85,000.

The anticipated drop in membership has not happened, but the risk of not replacing departing members has been consistently mitigated by new registrations. This has to be monitored closely in the current economic climate. Reducing the number of people leaving may be as important an objective as attracting new members.

New registrations over the past 4 years:

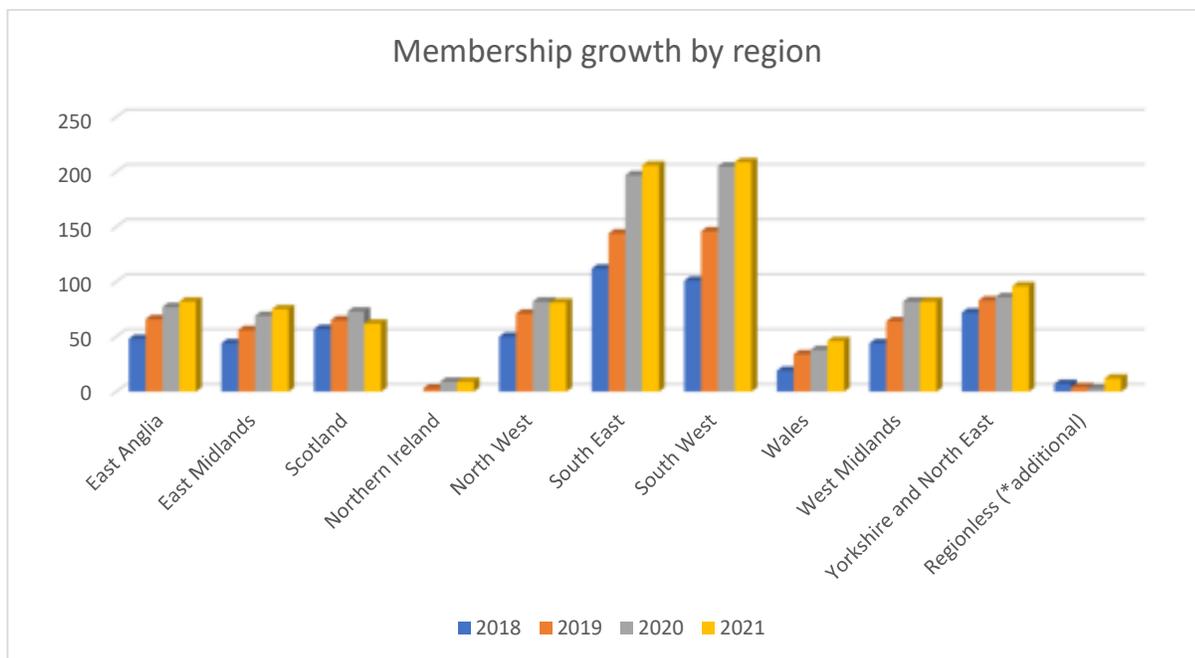
	new registrations 2018	new registrations 2019	new registrations 2020	New registrations till 2022	New registrations 2022
Totals	192	240	276	347	278

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Current regional figures:

Region	paid up members 2018	paid up members 2019	Paid up members 2020	Paid up members 2021	Paid up members 2022
East Anglia	48	66	77	82	92
East Midlands	44	56	69	75	73
Scotland	57	65	73	62	66
Northern Ireland		3	9	9	6
North West	50	71	82	81	75
South East	112	144	197	206	203
South West	101	146	205	209	211
Wales	19	34	38	46	62
West Midlands	44	64	82	82	96
Yorkshire and North East	72	83	86	96	82
Regionless (*additional)	7	4	3	12*	8
Total	405	736	921	960	974

Northern Ireland no longer has its own co-ordinator.



New registrations: Dec '21 – Nov '22

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
Registrations	14	34	34	22	16	28	23	28	23	17	20	19	278