

AGM 2022 MINUTES

FLOWERS FROM THE FARM VIRTUAL AGM

31ST JAN 2022 7PM TO 8PM VIA ZOOM

1. WELCOME AND INTRODUCTIONS

- Carole Patilla (Tuckshop Flowers), outgoing Co-chair.
- Meg Edmonds Co-chair (continuing)
- Incoming Co-chair Debbie Scott (East Lothian Flower Farm)
- Confirmation of quorum
- Welcome from Carole

2. APOLOGIES FOR ABSENCE

Louisa Butcher, Jan Falkingham, Tracey Graham, Amber Partner, Gill Hodgson

3. APPROVAL OF MINUTES OF THE PREVIOUS ANNUAL GENERAL MEETING

- FFTF's minutes 2021 approved.

4. REPORTS:

- All reports are available in the members area of the website

Chair's edited highlights

- The start of 2021 was disrupted due to the Covid restrictions, but a positive summer helped.
- Membership numbers are up on Jan 21. Membership terms and conditions now include a request for members to have a statement of provenance of available on their own business websites on the flowers that they sell.
- FFTf activities via zoom and face to face.
- Website has had a lot investment, development, and automation of procedures this year.
- Expanded the website team to assist with images and content and to ensure that the knowledge is shared within FFTf.
- Website visitor numbers are slightly down, however it's too early to do a comparison to last years figures. Will continue to monitor
- 10th Anniversary Conference was held, thanks to Justine Scouller and Liz Anderson, 480 attended virtually.
- Online talks held and recordings available on the website.
- Flowers from the Farm Big Weekend went ahead with over 80 events held.
- Diversity Action Group scholars due to complete June 22, hoping open the scheme to new applicants in Nov 21, subject to volunteer support due to current term coming to an end.
- PR - Lizz Anderson has been very successful in all areas, online, press, radio,tv and will continue to work with us on these areas. Instagram continues to go from strength to strength up to 45,000 from 37,000 last year.
- British Flowers Week – 12th-19th June

- External support from Accountants and AMS who provide administration and bookkeeping services.
- Vacancies for volunteers: - all posted on the website.
 - Treasurer
 - NI RCO
 - Diversity Action Group
 - Website
 - FFFt Big Weekend Co-ordinator
- Shows in future will be moving away from agricultural and horticultural, looking at different events that reach our target audience.

5. FINANCIAL REPORTS AND APPROVAL OF ACCOUNTS

Treasurers edited highlights

These reports are for the financial year from Dec 20 to 30th Nov 21. We remain as a not for profit limited by guarantee and hold a corporation tax exemption with currently 3 Directors, with no paid employees.

- Discussions taking place with the accountants with regards to the VAT status and if we are required to register.
- Slight increase on the reserves held. The main source of income is from members subscriptions. Last year was the first year of covid and the membership fee increase, therefore there is an increase even though the membership number remain the same.
- Expenditure on membership administration has increase this year due to using external professional resource for services for advertising and marketing, administration, and Pixel Eggs (website) management support.
- We have a healthy balance sheet with sufficient reserves to cover the current liabilities, plus surplus to cover unexpected costs. We should expect the membership revenue to be potential volatile, therefore we must focus or expenditure on the areas that we most important to our membership.
- All financial report available through the members area of the website.

The financial reports were proposed by Linda Clark, seconded by Justine Scouller and were all accepted.

Carole Patilla thanked Niki for all her support and hard work during her term as Treasurer.

6. FUTURE PLANS

- Discussion is underway for the 2023 Conference.
- Regional Co-Ordinator meeting will remain online, to be held every 1/4 with two face to face meetings during the year.

7. ELECTION OF FTTF TEAM

Rotation of Chair: -

Carole Patilla to stand down to be replaced by Debbie Scott

Proposed: by Carol Patilla Seconded: by Megan Edmonds and approved.

Treasurer:- Niki Roberts to stand down

Thanks to the outgoing members

Co-ordinators:

West Midlands – Standing down: Kate Hurst replace by Suzy Cubitt

Scotland – Standing down Debbie Scott replace by Rebecca Stripling

East Anglia – Standing down: Jane Hutcheon replace by Joel Rodker
and Debbie Richards

North West – Standing down: Alison Walker replace by Emma Greenshaw

South East - Standing down: Claire Brown replace by Amber Partner

All proposed: Yes Seconded: yes – All approved

Special thanks to Claire for all her hard work as regional co-ordinator and with the development of the website.

8. APPOINTMENT OF DIRECTORS

Niki Roberts resigns as the longest standing Director however was purposed and seconded for reappointment. All approved.

9. ANY OTHER BUSINESS

Item raised was addressed in the chairs report.