

Agenda for FFTF Co-ordinators Zoom Meeting November 22 14th 7pm.

Apologies; Rhiannon Wales, Rebecca Scotland

Agenda

1. Welcome – introduce Anna Taylor East Anglia.
2. Feedback from RCO meetings with Chairs 7th Nov
3. Conference –
4. Membership survey
5. DAG
6. Membership – Chris Smith/Jo Maguire
7. Co-Chair position 2023/4
8. AOB

AGM

Date of the AGM 27th January – it will be held live in Bristol and online via ZOOM. All RCO's are expected to be present either in person or via ZOOM. Reports submitted now will go forward to this.

Feedback from RCO meetings held via ZOOM 7th November 2022 Summarised by Co-Chairs Meg Edmonds & Debbie Scott

Background

RCO's were invited to book 30-minute meetings with Chairs which they did between 1pm – 7.30pm on 7/11/22 and a further meeting held on 14/11/22.

Each region was asked to prepare their annual report which will now go forward to the records for the AGM in January. These reports will be uploaded to the relevant section of the membership dashboard.

Here summarised is feedback in several sections grouped here for ease of reporting. This forms the first ideas on strategy for 2023.

1. Member Support

Combatting isolation, regional spread, 'new' & 'old' members requiring different support; 'new' members looking for detailed one on one support from RCO's vs 'old' members 'I've taken all I can from FFTF now'

Buddies, cluster groups, creating community

Off season meet ups, workshops, learning

Spotting members that can help support RCO at distance

Admin support – structure, helping shape, sharing content region to region

Chris has a couple of things to add in this section in a moment.

What goes on behind the scenes at FFTF ... newsletter link to a profile of a role

2. Events & Shows (public facing)

Diary planning for 2023 agree by end Nov

RHS Shows; Hampton Court

Creating our 'own' events; FFBW Shanna Keary

3. Technical information / Industry links / Influence

Member requests for more support

Subgroups? Topics? Research?

How can we lead conversation

Website resources for members

4. PR

Customers need to see us publicly in newspapers/magazines/TV/Radio

Representation

Regional PR support

Renewed focus on floriculture industry, where do FFTF fit within this?

Insta feedback

Website (public facing) – we know we are having an impact because we are getting more generalised enquiries from members of the public asking FFTF to supply flowers/do a workshop/do a talk

5. Ideas for 2023 ... keep them coming ... end Nov deadline.

Regional Poster (A3) for display at Conference in Jan of each region activities in the year ahead

Sharing content region to region, so we can all benefit – website content

Evolution of FFBW

Positions vacant

There are currently several positions vacant and more that could be created – it is easy to assume (as a new member) that our professional website, our glamorous PR, our slick presentation at events, belie the fact that we are volunteer led.

We are a tiny organisation with a big virtual footprint. It is so important through our regional groups to emphasise that ‘we’ are all FFTF and it is only by working together and helping each other that we can be effective in all of these areas.

- Co-Chair 2023/24
- Treasurer
- Subscriptions
- East Midlands / Diary Manager (2024)
- Special offers coordinator