

FLOWERS FROM THE FARM

Flowers from the Farm (FftF)

Company no. 07541733

Annual General Meeting – 12 March 2026

Website Report

Overall the website is operating well. During 2025 we transferred the hosting and support to Black Nova Designs who are Wordpress experts, which has reduced costs by c£10k.

The current website is now 5 years old and our ability to make changes to functionality is very limited (as it relies on extensive customisation), we have therefore explored options to replace it with a more standardised design. Since 2021 when the current website was developed, geographical searches have become standard as have membership sites with public and private areas; several organisations now specialise in this type of website.

We invited four companies to tender and have selected Light Media Communications as our preferred option. Light Media developed and support websites for both Garden Media Guild and Society of Garden and Landscape Designers, both of which have similar functionality to the 'find flowers' aspect of our website. We are currently in the 'discovery phase' of development.

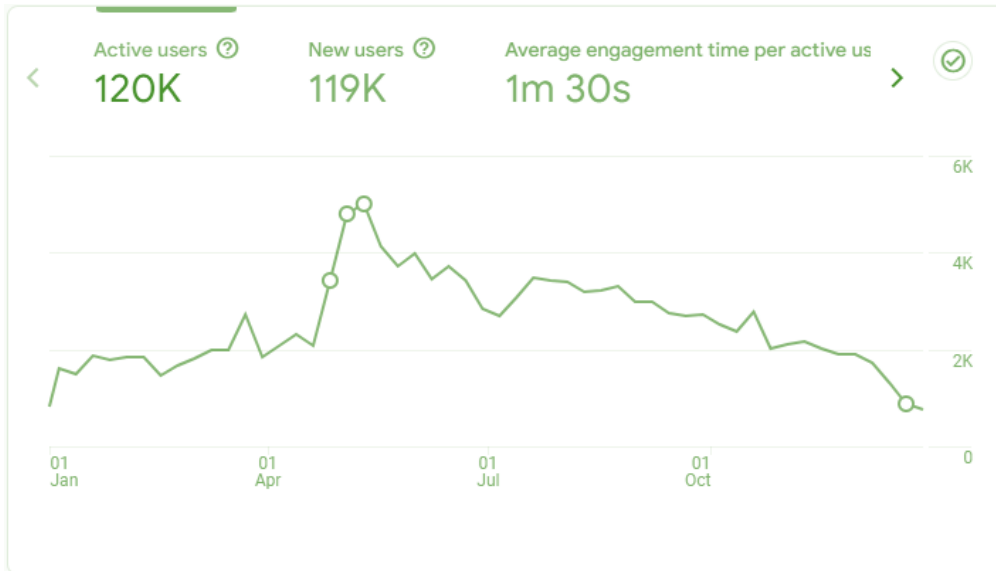
The next step will be to sign off the specification, then Light Media will build the site, there will be a testing and training stage followed by deployment, which we anticipate will be in the latter half of 2026. The new website will provide a platform for delivery of our strategy and should be flexible enough to allow for future changes.

As well as maintaining key functionality from our current website (member profiles and 'find flowers', the new website will have a more sophisticated CRM system simplifying membership administration.

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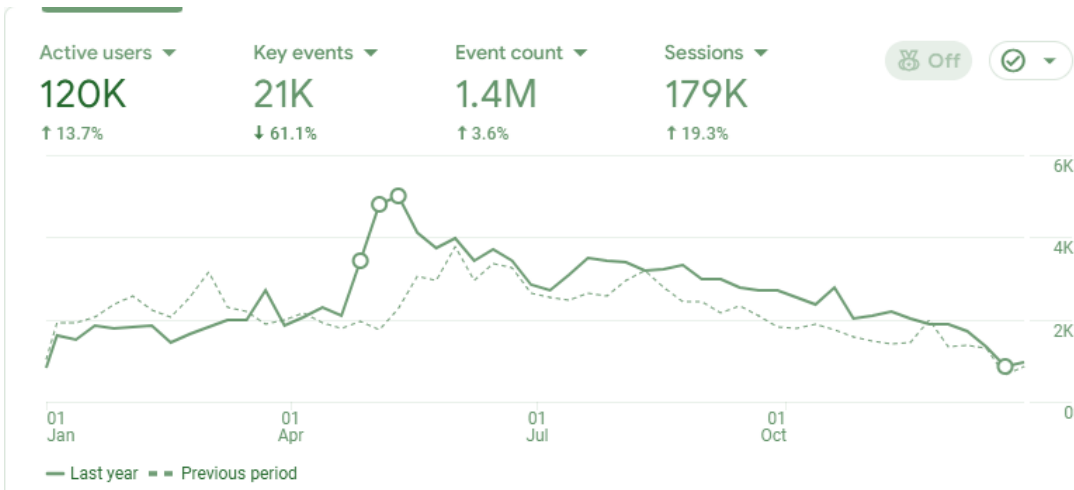
Overview of website visitors

- The graph shows 119,000 new visitors to the website from 1st January 2025 to 31st December 2025.



Active Visitors

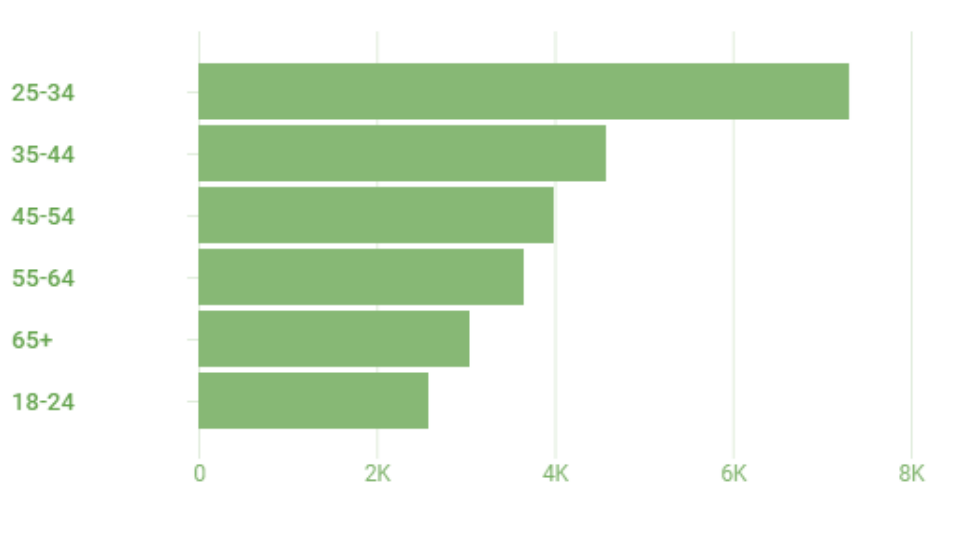
This report shows 120,000 active visitors to our website overall this is a 13.7% increase on last year.



FLOWERS FROM THE FARM

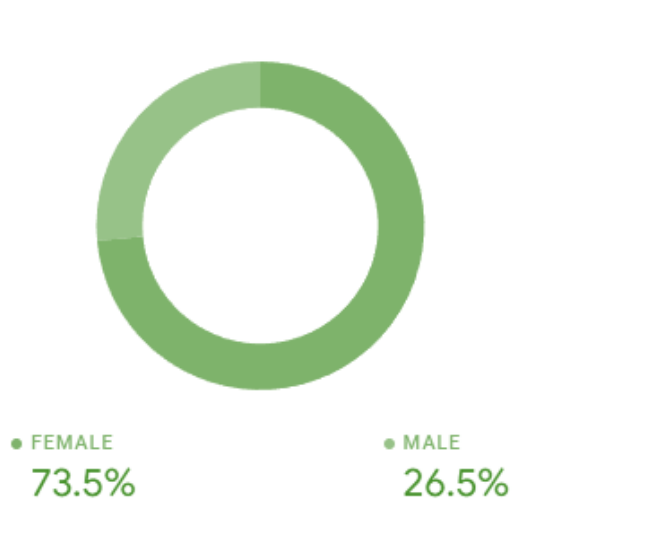
Active Visitors by Age

The main age range of people visiting our website is between 25 – 34, with the second category falling to those aged between 35 - 44 & third aged between 45 - 54.



Active Visitors by Gender

Female visitors remain the most active being 73.5%, compared to 26.5% Male. .5% difference from last year's report.



FLOWERS FROM THE FARM

Active visitors by Country



Where do users come from

Organic Search	95K
Direct	14K
Organic Social	4.8K
Referral	3.5K
Email	286
Unassigned	191
Paid Search	111

FLOWERS FROM THE FARM

Views by Page

The 'Find Flowers' directory retains the top viewed page on the website, pushing visitors from our website to your businesses.

<u>PAGE TITLE AND SCREEN ...</u>	<u>VIEWS</u>
Find British flower growers n...	239K
Home - Flowers from the Far...	44K
Login - Flowers from the Farm	13K
Dashboard - Flowers from th...	11K
Flowers from the Farm - Abo...	7.2K
Foliage for flower arranging ...	6.3K
Account - Flowers from the ...	6.2K
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