

FLOWERS FROM THE FARM

Flowers from the Farm (FftF)

Company no. 07541733

Annual General Meeting – 12 March 2026

Internal Chair Report, by Sarah Wilson

Completed in 2025/26:

During 2025/26, the Board has met monthly, excluding August and worked with focus and determination to strengthen governance, deliver impactful events, shape a clear long-term strategy, and build the operational capacity needed for future growth. This has been a year of both consolidation and ambition — ensuring strong foundations while positioning the organisation for the next phase of development. The following report summarises the key areas of work undertaken across the year.

Conference 2025 Delivery and Conference 2026 Planning

The year began with the preparation and successful delivery of Conference 2025. Following its completion, planning commenced promptly for Conference 2026. Post-event member feedback enabled early decision-making, including agreement to return to Eastwood Hall for 2026.

In response to member feedback, the Board also agreed to introduce video recording of conference sessions. Three AV providers were invited to tender, and video provision has now been incorporated into the 2026 format. A target list of keynote speakers was developed and approaches initiated. In May, a dedicated Task & Finish Group was established to support conference planning, while AMS began work on securing a main event sponsor.

AMS Review and Contracting

A formal review was undertaken with AMS, resulting in agreed contract arrangements for 2025/26. This ensures continued operational support and clarity of responsibilities moving forward.

Board Development and Governance

During the year, the Board recruited for an External Chair following Jo Wright's decision to step down at the 2025 AGM. Georgie Newbery and Kim Fleming both

applied for the role and proposed a job-share arrangement. The Board welcomed this collaborative approach, and both joined on 1 May 2025, strengthening governance and sector representation.

Following Sally Robinson's decision to step down as Membership Lead in July 2025, the Board carefully considered succession planning. After consultation with Regional Coordinators (RCOs) in December, it was agreed that the Membership Lead role should always be filled from within the RCO group to enhance communication and representation.

Jenna Walker, Joint RCO for East Anglia, joined the Board in January 2026 as RCO Lead. This role will rotate annually, in line with the AGM, to ensure broad representation and continuity.

Oliver Jones of Nice Bunch joined the Board as Marketing Lead. Alongside being a flower farmer, Oliver brings extensive marketing expertise, including experience working with clients such as Waitrose, which will significantly benefit the organisation.

Strategic Development

The Board began work on a five-year strategy during the summer, with further development and refinement taking place in the autumn and February 26. This strategy will guide the organisation's priorities and growth over the coming years and is presented for approval at this year's AGM.

British Flowers Week PR

A PR brief for British Flowers Week 2025 was put out to tender and awarded to Zettler, supporting continued profile-raising and sector advocacy.

Website Development

Over the past five years, the website has supported the organisation well. However, as activities and ambitions continue to grow, it has become clear that the current platform has limitations that restrict further development — including the introduction of tiered membership options, for example.

Recognising the importance of strengthening the digital offer, the Board identified a website upgrade as a key priority. Following a competitive tender process and presentations from three prospective providers, Light Media was awarded the contract to design and develop the new website.

Light Media has now commenced the design phase, and we look forward to delivering a more modern, flexible, and member-focused platform in the coming months. Members will be kept updated as the project progresses.

Capacity Building & Strengthening Delivery

Recognising the need to strengthen operational delivery, the Board agreed to recruit three part-time, self-employed roles: Operations Manager, Membership Liaison, and Marketing Lead. A Task & Finish Group was established to manage the recruitment process, with particular thanks to Jess Hume and Clare Sutton for overseeing this work so effectively once again.

The response to all three roles was extremely strong, and successful candidates were confirmed by the end of the year. An onboarding workshop was held in January 2026 to support integration of the new team members.

I am pleased to announce the following people have now joined the team on a part-time basis:

Meg Held – Membership Liaison,
Membershipliaison@flowersfromthefarm.co.uk

Annette Cremin – Marketing Manager,
Marketingmanager@flowersfromthefarm.co.uk

Amber Cottam – Operations Manager
Operationsmanager@flowersfromthefarm.co.uk

Trade Shows and Sector Engagement

In July we took a trade stand at Groundswell, The Regenerative Agriculture Festival at Lannock Farm in Hertfordshire. This event provided a valuable forum for us to champion agroecological flower farming, raising awareness about its vital role within regenerative agriculture, and the opportunities it raises for farmers generally

In October, we took a trade stand to FleurEx, showcasing British flowers and connecting with the floristry industry. This presence allowed us to strengthen relationships within the sector and promote our mission more broadly.

Partnership

Thanks to the work undertaken by Sally in developing the relationship, the organisation was pleased to announce in July an official partnership with Perennial, the charity supporting people in horticulture.

This collaboration forms part of the ongoing social responsibility strategy aimed at supporting the wellbeing and resilience of members. Perennial offers free and

confidential support services, including advice on health, finances and wellbeing, accessible via their website.

In Memoriam

The Board was deeply saddened to learn of the passing of Carole Patilla. Carole gave so much to Flowers from the Farm over the years, profoundly shaping the organisation into what it is today. She held many key roles, including Regional Co-ordinator, Chair, Newsletter Editor, and Website Editor. Her dedication and creativity were recognised with two Gold Medals — one awarded for her work with Flowers from the Farm, and another with Farewell Flowers, the ethical floristry initiative she co-founded with Gill Hodgson. Carole's compassionate vision and tireless commitment have left a lasting impact on our community.

In memory of Carole, and in recognition of all that she gave to our movement, Flowers from the Farm made a donation of £500 to Pancreatic Cancer UK on behalf of our members.

Overall, 2025 has been a pivotal year — marked by consolidation, strategic clarity, and meaningful investment in governance, partnerships and people. With strengthened leadership, expanded operational capacity, and a clear five-year strategy in place, the Board enters 2026 with confidence, momentum, and strong foundations for continued growth and impact.

Planned for 2026/27:

I have decided to step down and resign from the Board at the AGM in March 2026.

This creates an exciting opportunity for a member to take on a varied and rewarding leadership role, helping to guide the organisation forward. I am very happy to have a friendly, informal chat with anyone interested in learning more about what the role involves. Whether you want to ask questions, understand the time commitment, or hear about her experiences, whilst I will no longer be Internal Chair, I am very keen to support anyone considering this important position.

At its core, this role is about the day-to-day running of FftF from an internal perspective, making sure everything behind the scenes runs smoothly. It supports and line-manages the FftF Board of Directors (the Leads), helps shape the plans and budgets, and chairs the monthly Board meetings. The role works closely with the Directors to turn plans into action.

“It has been an absolute honour to serve on the Board during the organisational changes of 2024/25. The foundations are now firmly in place, and I look forward to supporting the

new person as they get started in this exciting and rewarding role.”
— *Sarah Wilson, Internal Chair*