

# FLOWERS FROM THE FARM

## Flowers from the Farm (FftF)

Company no. 07541733

## Annual General Meeting – 12 March 2026

### Membership Report

Membership has stayed largely static over the course of the year with the current number of members standing at 974. Free memberships were given to the RCOs (a benefit of holding the position), winners of the EDS draw and Farewell Flowers. Honorary membership was given to Gill Hodgson.

The Regional Coordinators have been active throughout the year with a widely varying programme of amazing events. Many of these are local and held all over each region to enable attendance by as many members as possible: farm visits, gatherings to share resources and creativity, networking lunches, training opportunities in floristry, growing, photography, marketing and business skills, farewell flowers. All of them have helped to create the strong regional and national communities that are at the heart of Flowers from the Farm.

The Regional Funding has been used to great effect to organise a wide variety of events. East Anglian members had a tuition session on using Canva for marketing and a day in Bury St Edmunds historic Guildhall constructing a large scale winter installation and then a photography session. The North West had two photoshoot installation days resulting in press coverage and fantastic images for member portfolios. The North East and Yorks region had a brilliant day retreat at Raby Castle with a walk and tour of the walled and cutting gardens from Becky Crowley, an Autumn urn workshop and then a photography workshop with Janne Ford. In the South

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West a day of large installations, networking lunch and professional photoshoot drew 54 members to the venue at Flowervision in Bristol. Members came away with new skills, new contacts and images for their portfolios.

We have had excellent regional representation at shows: Groundswell, Sandringham, the Lincolnshire show, Heckington Show, Harrogate Flower Show, RHS Wentworth, RHS Norbury and RHS Malvern. The shows were either funded by the show organisations or displays were created using expertise and flowers donated by our members. Flowers from our members were also used exclusively in the Royal Maundy at Durham Cathedral in April. All these opportunities are hard work but are invariably excellent experiences for members and are an important part of spreading the word about locally grown flowers and sustainable floristry.

After 7 months of inspiringly hard work Sally left the Membership Board role in July due to changes in work and personal circumstances. All the RCOs are very grateful to her for her efforts to bring us together and enable connections between us all during that time. With July being mid-season the role was left vacant until I took the decision, backed by the RCOs, to take it on in December. The role has been renamed RCO Lead and will develop as a channel between the membership, the RCOs and the Board to ensure the timely dissemination of information and ideas and to continue to strengthen the community that lies at the heart of Flowers from the Farm. This increased and streamlined communication will be hugely empowered by the new Membership Liaison role taken up by Meg Held at the end of January.

The Board vision for the year ahead is hugely exciting and involves numerous opportunities for member involvement and benefit. The RCO Lead will continue to support the membership, RCOs and the Board in communicating the overarching strategy and ensuring members are aware of

opportunities and events as well as seeking comment and feedback on strategic thinking to enable and safeguard membership involvement.