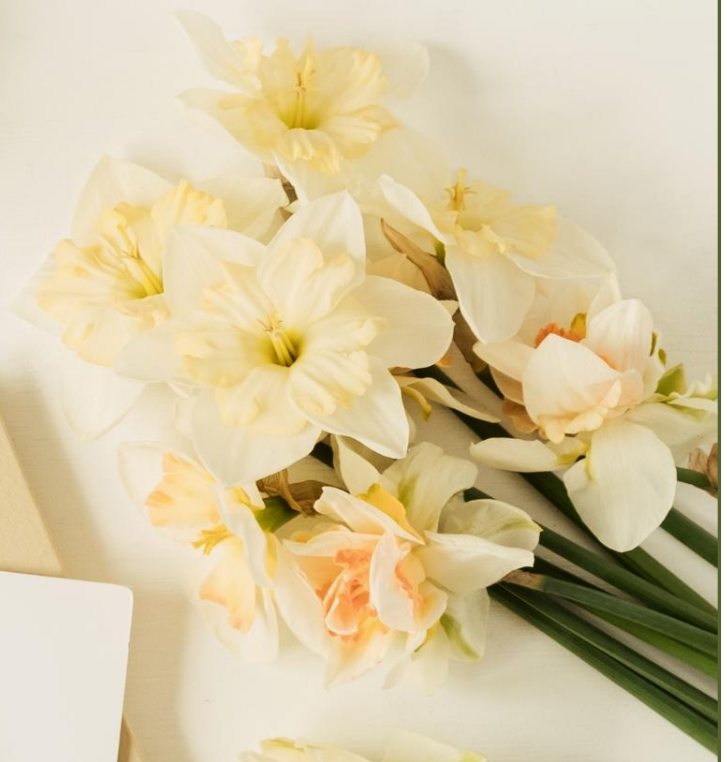


WELCOME TO



REGIONAL  
COORDINATORS  
ROLE



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As Membership Lead and Board Member at Flowers from the Farm (FftF), I would like to take this opportunity to thank you for your dedication and contributions to our community as we move forward as a professional Trade Association.

Your work as a Regional Coordinator is vital to the success of our organisation and the promotion and professionalism of British-grown flowers.

Your board are committed to supporting you in your role and providing a transparent structure to make your responsibilities more manageable.

Should you experience any issues in this role please get in touch.

### **Member or co-ordinator issues**

Membership Lead – Sally Robinson

Email: [membershiplead@flowersfromthefarm.co.uk](mailto:membershiplead@flowersfromthefarm.co.uk)

### **Administration – Emailing/website/policies**

Email: [adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk)

This handbook is designed to provide clear guidance for new and existing Regional Coordinators (RCOs), ensuring you have the knowledge, tools, and support needed to effectively carry out your role.

The Regional Coordinator (RCO) role is a voluntary position that plays a crucial part in supporting Flowers from the Farm (FftF) members, fostering community, and promoting British-grown flowers within your region.

As an RCO, you will act as a leader, facilitator, and point of contact for members, helping to maintain engagement, share knowledge, and represent FftF both regionally and nationally.

Key Responsibilities:

### **Leadership and Representation:**

- Act as the primary representative for your region and aim to uphold FftF's aims and values while ensuring members feel supported and connected.
- Work collaboratively with the board and encourage more people to grow British cut flowers and promote British flowers to improve the marketplace.
- Be prepared to speak on behalf of FftF in media appearances, public events, and industry discussions when needed.
- Foster friendship and collaboration through meetings, activities, and communication.
- Respond promptly to communications from the Membership Lead and other Board Members so we can act on issues as soon as they arise.
- FftF's Official Aims can be found here (as stated in our Constitution): [constitution](#).

### **Member Support:**

- Act as first point of contact for members questions and concerns, ensuring members adhere to FftF's policies and procedures.
- Welcome new members with a personal call and email.
- Encourage and support members and regional volunteers.
- If a member leaves your area, make an exit interview call to find out their reason and report findings to the membership lead.

### **Manage the Regional Facebook Group:**

- Act as an Administrator to oversee activity.
- Ensure all members in the group have active FftF membership.
- Monitor discussions and uphold FftF's values within online conversations.
- Remove members that have left.

### **Meetings Coordination:**

- Organise and facilitate four regional meetings per year (could be virtual or in-person).
- Share meeting details via the official Mailchimp email list to ensure all members are informed. Meetings can focus on business topics, growing techniques, arranging demonstrations, or social activities.
- Set up WhatsApp groups for your area, large regions benefit from multiple WhatsApp groups arranged with flower farmers close to each other, this way they could support each other and still be involved if distance or travel was an issue.
- Rotate meeting locations where possible to ensure accessibility.
- Encourage members to help with meeting organisation and engagement.

## **Communication and Feedback:**

- Maintain regular communication with members via email and regional Facebook pages.
- Provide feedback from board meetings and your Membership Lead to your region and act as a conduit for information.

## **Email Communication Guidelines:**

### Member Communication:

- When contacting FftF members, always use your official FftF email address.

### Official Representation:

- When emailing externally, you are representing FftF. Ensure that all communication is professional, factual, and aligns with FftF values.

### No Personal Opinions:

- Avoid expressing personal views unless explicitly stated.

### Use FftF Email for Official Business.

- Only send emails to members from the official Mailchimp account, in the instance of two Co-ordinators in same role, please forward your email to the RCO with the Mailchimp access and send to members from the official FftF account.

## **Approval for External Correspondence:**

- Any communication that involves expressing an opinion or committing FftF to an agreement must be approved by the board and copied to them.

## **Policies and Procedures:**

- Ensure FftF policies and procedures are followed within your region. Found [here](#). Currently being updated and will be available shortly.
- Resolve member complaints by following FftF's Complaints Process. Found [here](#).

## **Engagement with FftF Board**

- Attend the AGM or appoint a representative if unavailable.
- Provide a report of your region's activities prior to the AGM.

## **Exceptional Circumstances**

If an RCO needs to step down before their term ends, alternative arrangements may be agreed upon between the region and the FftF board. This may involve:

- Early recruitment of a new coordinator to ensure a smooth transition.
- An interim coordinator stepping in until a new RCO is appointed.

## **Accountability & Removal from Role**

The board reserve the right to remove an RCO or member from their position if they are found to be acting in a way that:

- Contradicts the aims and values of FftF.
- Negatively impacts members or the wider organisation.

This action will only be taken following a formal complaint from a member and will be handled according to the FftF Complaints Procedure [here](#).

Coordinators are encouraged to maintain open communication with the board and seek guidance if challenges arise, ensuring that any issues can be addressed constructively and in the best interest of FftF members.

## **Email set up**

Each region has a designated FftF email address. You can:

1. Set it up directly on your device (instructions below).

### **Email Setup Details**

- Username: yourregion@flowersfromthefarm.co.uk
- Password: Use your assigned password
- Incoming Server: hermes.krystal.co.uk
- IMAP Port: 993
- POP3 Port: 995
- Outgoing Server: hermes.krystal.co.uk
- SMTP Port: 465
- Authentication Required for IMAP, POP3, and SMTP.

To access via webmail:

1. Go to: <https://webmail.flowersfromthefarm.co.uk/>
2. Enter your full FftF email address and password.
3. Select "Roundcube" for an easy-to-use inbox.

## Regional Co-ordinator Email Addresses

Each region has its own FftF email address for official use, if new to the role please get in touch with your fellow coordinators across the country to introduce yourself.

- [eastanglia@flowersfromthefarm.co.uk](mailto:eastanglia@flowersfromthefarm.co.uk)
- [eastmidlands@flowersfromthefarm.co.uk](mailto:eastmidlands@flowersfromthefarm.co.uk)
- [northernireland@flowersfromthefarm.co.uk](mailto:northernireland@flowersfromthefarm.co.uk)
- [northwest@flowersfromthefarm.co.uk](mailto:northwest@flowersfromthefarm.co.uk)
- [scotland@flowersfromthefarm.co.uk](mailto:scotland@flowersfromthefarm.co.uk)
- [southeast@flowersfromthefarm.co.uk](mailto:southeast@flowersfromthefarm.co.uk)
- [southwest@flowersfromthefarm.co.uk](mailto:southwest@flowersfromthefarm.co.uk)
- [wales@flowersfromthefarm.co.uk](mailto:wales@flowersfromthefarm.co.uk)
- [westmidlands@flowersfromthefarm.co.uk](mailto:westmidlands@flowersfromthefarm.co.uk)
- [yorksneast@flowersfromthefarm.co.uk](mailto:yorksneast@flowersfromthefarm.co.uk)

## Additional FftF Email Contacts

You may need to contact other FftF roles via email. The following addresses are used for key areas within FftF:

- [membershiplead@flowersfromthefarm.co.uk](mailto:membershiplead@flowersfromthefarm.co.uk) - Membership Lead on the Board.
- [adminsUPPORT@flowersfromthefarm.co.uk](mailto:adminsUPPORT@flowersfromthefarm.co.uk) – Membership queries.
- [adminsUPPORT@flowersfromthefarm.co.uk](mailto:adminsUPPORT@flowersfromthefarm.co.uk) – Admin support.
- Board Members email addresses can be found [here](#).

## **Communication & GDPR**

As a Regional Coordinator (RCO), you receive free FftF membership from the date you start. When you step down, your membership will expire on your next renewal date. If you wish to continue your membership after this point, you will need to log in and renew your subscription.

## **Handling Member Data & GDPR Compliance**

As an RCO you will receive a monthly updated list of members in your region, including new members and those who have left. It is essential to manage this data responsibly and in compliance with GDPR (General Data Protection Regulation).

### **Key GDPR Responsibilities:**

Do not retain data on members who have left—delete any records you have for past members.

*Please be aware that we do not retain data on members who have left and require you to do the same*

Use membership lists solely for FftF - related communications—do not share or use data for personal/business purposes.

Regularly update your records to reflect changes in regional membership.

## **Managing Social Media Memberships:**

- As an admin of your regional Facebook group, use your membership list to ensure only active FftF members remain in the group.
- Remove former members from your regional groups, just as they are removed from Mailchimp.

Mailchimp – to help you communicate with your region you have access to Mailchimp Mailing system, and your regional list is a segment of the complete membership list.

A tutorial is available for you on the team admin page of FftF website [here](#) See Mailchimp and website tutorials section

If you are unsure about what is acceptable on our social media platforms then please read the FftF Social Media policy which can be found [here](#). Currently being updated and will be available shortly.

## **Meetings- zoom and in person**

Please ensure that all meetings (zoom or in-person) are logged on the FftF Meeting Calendar.

These can be booked with [adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk)

Please include [adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk) in any email promotions.

### Zoom

To set up regional meetings, please email [adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk) as soon as possible with the following information:

- Date & Time
- Type of meeting (i.e. regional, hub etc)
- Requirements (i.e Share screen option etc)

Due to GDPR restrictions, we do not normally allow sessions to be recorded, please email [adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk) to request this who will supply GDPR documents. These are currently being updated and will be available soon.

Admin will supply a link that is set to automatically start once you click the link. There is a 10-minute allowance before the scheduled start time which allows you to join. You can also share the Zoom link for regional meetings on your regional Facebook group.

### In person meetings

Please notify admin so that information can be updated on the FftF meeting calendar on the website. This ensures all members can see what is happening across the country and may wish to join out of their own region.

## **Dealing with questions from your members**

Most questions can be answered by consulting FAQs on the FftF website. When answering questions, remind members that they can access this information too.

Links:

Membership FAQs (public) <https://www.flowersfromthefarm.co.uk/faqs/faqs-about-membership/>

FAQs for members (log in to read)  
<https://www.flowersfromthefarm.co.uk/resources/faqs-about-your-membership/>

Membership related queries should be directed to  
[membershiplead@flowersfromthefarm.co.uk](mailto:membershiplead@flowersfromthefarm.co.uk)

Admin related support is available to help at:  
[adminsupport@flowersfromthefarm.co.uk](mailto:adminsupport@flowersfromthefarm.co.uk)

## **Expenses and Finance**

Personal Expenses can be claimed over £25 if incurred for travel or accommodation whilst representing FftF, prior approval to be obtained from [treasurer@flowersfromthefarm.co.uk](mailto:treasurer@flowersfromthefarm.co.uk)

Please refer to FftF's expenses policy [here](#).

All expenses to be claimed within three months on the official form that can be downloaded in the team admin section on the Members dashboard [here](#) and sent to [treasurer@flowersfromthefarm.co.uk](mailto:treasurer@flowersfromthefarm.co.uk)

## **Documents and Storage**

Any FftF documents and images should be sent into admin who will ensure correct and safe storage.

I confirm that I have read and understood the contents of this document.

Sign: .....

Print name: .....

Date: .....