

# FLOWERS FROM THE FARM

Supporting British Flower Farmers

## Flowers from the Farm (FftF) Company no. 07541733 Annual General Meeting – 12 March 2026

### AGM 2026 MINUTES

#### 1. WELCOME AND INTRODUCTIONS

- Confirmation of quorum at (58 members)
- Welcome from Internal Chair – Sarah Wilson
- Welcome to new Directors Oliver Jones, Georgie Newbery, Kim Fleming
- Welcome to incoming volunteer Sarah Hancock (Wales RCO) and new contractors Operations Manager (Amber Cottam), Member Liaison (Meg Held) and Marketing Manager (Annette Cremin)
- Thank you to outgoing volunteers - Sarah Francis (Newsletter), Rebekah Rixon & Jill Houston (SE RCOs), Alison Hughes (Wales RCO).
- Apologies - April Lawn, Anne Heard

#### 2. APPROVAL OF MINUTES OF 2025 ANNUAL GENERAL MEETING

- Any Objections – No
- Proposed – Olivia Wilson
- Seconded – Kim Fleming
- For: 54
- Against: 0
- Abstained: 4

#### 3. REPORTS (AVAILABLE ONLINE)

- Chairs (Internal and External)

- Board Reports
- Membership including Regional Reports
- Policy
- Education
- Marketing
- Compliance
- Treasurer Report
- Website Report
- Board reports can be found online at - <https://www.flowersfromthefarm.co.uk/resources/agm-2026/>

#### **4. FINANCIAL REPORTS**

- Year ending 30th November 2025 with surplus of £22,738
- 11% growth in membership revenue
- £10,000 ongoing saving made on annual cost of website hosting
- Flowers from the Farm at Chelsea Flower Show is 100% funded by donations held in a separate bank account. No Flowers from the Farm budget or surplus is being used for the event.

#### **5. ACCEPTENCE OF ACCOUNTS OF 2024/25**

- Any Objections – No
- Proposed – Natasha Midgley
- Seconded – Fiona Ringwood
- For: 48
- Against: 0
- Abstained: 10

#### **6. VOTING IN NEW BOARD MEMBERS**

##### **External Chair – Georgie Newbery**

- Proposed – Sandra Williams
- Seconded – Jenna Walker
- For: 49
- Against: 0

- Abstained: 9

#### **External Chair - Kim Fleming**

- Proposed – Sarah Hancock
- Seconded – Olivia Wilson
- For: 46
- Against: 1
- Abstained: 11

#### **Regional Co-Ordinator Lead – Jenna Walker**

- Proposed – Fiona Ringwood
- Seconded – Cissy Bullock
- For: 48
- Against: 0
- Abstained: 10

#### **Marketing Lead – Oliver Jones**

- Proposed – Georgie Newbery
- Seconded – Natasha Midgeley
- For: 42
- Against: 1
- Abstained: 15

### **7. VOTING CONTINUING BOARD MEMBERS FOR A SECOND TERM**

#### **Treasurer – Natasha Midgley**

- Proposed – Oliver Jones
- Seconded – Rozanne Delemore
- For: 48
- Against: 0
- Abstained: 11

### **8. APPROVAL OF ORDINARY RESOLUTIONS 2026**

### **Strategy 2026 – 2030**

- Proposed – Sarah Wilson
- Seconded – Cissy Bullock
- For: 48
- Against: 0
- Abstained: 10

### **Sustainability Policy**

- Proposed – Olivia Wilson
- Seconded – Sally Oakley
- For: 42
- Against: 2
- Abstained: 14

## **9. ANY OTHER BUSINESS**

Thank you from Cissy Bullock to outgoing Internal Chair Sarah Wilson for her outstanding contribution on the Flowers from the Farm Board. Cissy confirmed that Sarah has stepped down as Internal Chair as at the AGM date. The Internal Chair position is currently vacant, and applications for the role are welcome from all members.

No further business was raised.

## **10. MARKET RESEARCH UPDATE**

- Introduction from Marketing Lead Oliver Jones, sharing his 20 years of marketing experience and as a grower/ florist.
- Introduced Flowers from the Farm’s different audiences (Members and Potential Members, Buyers and Consumers and Policy Makers) and the opportunity for Flowers from the Farm.
- Flowers from the Farm will take an insight driven approach to Brand positioning and creating the Marketing Strategy (2026 - 2030).
- The research approach is in two parts - qualitative and quantitative research phases. All audiences including the Flowers from the Farm Membership will be engaged throughout the robust process.
- Oliver shared the midway research insights shared and the 2026 timeline.

[End]