

FLOWERS FROM THE FARM

Flowers from the Farm - Ways of Working

1. Introduction

Flowers from the Farm (FftF) is a not-for-profit trade association run by its members for its members. The organisation is run by volunteer members, each running their own businesses alongside their role in FftF. We are supported by contractors providing services including: administration, IT support, marketing, member liaison and PR services, but we have no employees.

It is our ambition to have sufficient funding that we can pay everyone a fair value for the work they do for us and not rely on volunteers. We encourage our members to do the same.

2. Core Ethical Principles:

We will always act in line with our core ethical principles:

Integrity:

We will always act honestly and with transparency in all business dealings, avoiding conflicts of interest and upholding the highest standards of personal and professional conduct.

We will always:

- Declare any potential conflicts of interest immediately and take steps to manage them effectively.
- Avoid engaging in activities that could create a conflict of interest, such as personal financial dealings with clients or suppliers.

Respect:

We will treat all individuals with dignity and respect, regardless of their background, beliefs or position, including customers, colleagues, suppliers and the wider community.

We will provide a safe and trusted environment which safeguards anyone who FftF has contact with, including staff, volunteers, suppliers and customers. We will maintain a culture that prioritises safeguarding, so that it's safe for anyone to report incidents and concerns with assurance they will be handled sensitively and properly.

Fairness:

We will conduct business activities with impartiality, avoiding discrimination and ensuring equitable treatment for all parties involved.

- We will maintain accurate financial records and follow company accounting procedures.

- We will refrain from any fraudulent or deceptive practices related to financial reporting.

Members

We welcome anyone engaged in commercial British floriculture as a member (subject to agreement to our Terms and Conditions¹), regardless of gender, race, sexuality, age, size of farm or any other differences. We will endeavour to support and communicate with members in ways that meet their individual needs.

Law Abidance:

We will comply fully with all applicable UK laws and regulations, including data protection, health and safety, and anti-bribery legislation.

Accountability:

Everyone who works for us as a volunteer, contractor or employee will take responsibility for their actions, decisions, and professional conduct, and will report any ethical concerns promptly through appropriate channels.

3. Inclusion & Diversity

Flowers from the Farm is committed to embedding diversity, equity and inclusion into our culture, recognising that there are multiple ways in which people are different and they are not all visible. We recognise that building a culture centred on belonging boosts member engagement.

4. Whistleblowing, Reporting & Enforcement

Members, volunteers, employees or contractors are encouraged to report any suspected unethical behaviour or violations of this policy without fear of retaliation. Concerns should be raised with the Compliance Lead in the first instance and may be escalated to the Internal Chair if necessary.

We will investigate all ethical concerns promptly and take appropriate disciplinary action where necessary, including potential termination of employment or membership.

5. Suppliers

We will only work with suppliers who meet our ethical principles, and we will carry out due diligence to ensure this prior to contracting with them and at point of contact renewal. We will ensure that contact terms permit termination in the event of unethical contact being uncovered and should we discover that the Contractor has behaved unethically, we will terminate the contract as soon as possible.

Should a member or third-party approach Flowers from the Farm with a proposal for a new product or service which appears beneficial to the organisation and / or members, we reserve the right to take forward such proposals (subject to the due diligence described above).

¹ Ts & Cs include agreement to meet minimum Ethical and Sustainability standards.

6. Task & Finish Groups

As an organisation is run by volunteer members, each running their own businesses alongside their role in FftF, we will need the support of the wider membership to meet our strategic aims. We recognise that many of our members have expertise from previous or current roles outside of Flower Farming. We will therefore invite member contributions to projects by means of 'Task & Finish' (T&F) Groups when practical and appropriate. We believe that involving a larger group of members will provide new insights and ideas delivering a better overall solution and will promote buy in from the wider memberships. A Board Sponsor will be accountable for delivery of each project and may chair the T&F group (or they may delegate this to another). Members who volunteer to join a group are expected to abide by the Volunteers Policy. The group chair will ensure that all members of a T&F Group are 'onboarded' appropriately and that the group has agreed how it will work together, communicate and ensure delivery.

7. High Profile Events and Opportunities

When opportunities arise for members to be involved in high profile events, FftF will invite applications from all members, but reserves the right to choose the most suitable member(s) based on factors such as geography, volume and quality of flowers available, skills and anything else that may be relevant to that opportunity.
Policy approval

8. Approval

This Ways of Working Policy was approved by the Board of Directors on: 14/4/26

Next review date: 30/4/28

Signature of Director: *H Ward*

Name of Director: Heather Ward

Date: 22/4/26