THE CHESHIRE AREA OF NAFAS

Minutes of Area Council Meeting held at Plumley Village Hall Monday, 2 November 2015.

Present: Mrs Val Seed Chairman

Mrs Nicky Wylie 2nd Vice-chairman
Mrs Chris Middleton Area Treasurer
Mrs Morag McCord Area Secretary

Area Chairman, Mrs Val Seed welcomed Area President, Mrs Shirley Robinson and everyone especially any new delegates to the meeting and reminded them of Health & Safety issues.

Caretaker, Avril, not able to put out chairs but many thanks to Tony and others who got room ready. Special thanks to Chris and Joan for sorting packs with extra inserts today and to Chris for gorgeous flowers for raffle.

Letter via e-mail and card from Jeanette Lackey saying how much she and Kate had enjoyed Westminster Abbey experience. If Osborne House not available, Officers and F&GP would consider paying for an overnight stay for anyone doing this to make it more special and not such a rush. Please give name of members who would like to go to the Abbey to do this.

Lovely letter from Pam Fleming-Williams thanking Area for gift on her retirement as Cheshire Show Co-ordinator and great to see her successor, Lynda Braddock here this morning.

Attended National AGM in Plymouth – delighted to read out Citation when Beryl Cotton was made a National Associate of Honour. Beryl also gave a lovely demonstration in the afternoon which was warmly received. Now have **new National Chairman, Sheila Hadlow and new 2**nd **Vice Chairman, Jan Law.** Mrs Seed had sent cards to both ladies and also to Sue Brinton, retiring National Chairman, with greetings and good wishes from the Cheshire Area.

Sylvia Bower and Linda Deakin have accepted invitation to do RHS London Early Spring Plant Fair in February. RHS Co-ordinator, Val Davidson delighted Cheshire taking part.

One Club Chairman made a request we have a competition at every AGM like hats last year – very popular and well supported.

Afternoon Tea in March2016, Sapphire Anniversary – do something like that – perhaps piece handcrafted jewellery to be worn and give prize or prizes. Would members take part?

National President, Janet Hayton delighted to accept invitation to the Sapphire Anniversary Tea.

Wish of Officers and F&GP committee that Janet Phillimore our previous Secretary be made an Area Associate of Honour and invite her to Anniversary Tea where it would be presented to her.

Barbados – Anne Williams – some details on Media Table.

1. APOLOGIES FOR ABSENCE

Mrs Sharon Nolan, Area 1st Vice chairman, Mrs Ann Jackson Area Minute Secretary, Mrs Pam Fleming-Williams, Area Judges Representative, Mrs Edena Joughin, Editor Cheshire Chat, Mrs Diane Fair, Area Education Representative, Mrs Chris Gibbons, Flower Club of Frodsham & District, Frodsham Afternoon, Handbridge, Heswell, Kelsall, Padgate and Romiley Flower Clubs.

2. MINUTES OF PREVIOUS MEETING

The Minutes of the Meeting held on Monday September 2015 were approved and signed by Area Chairman.

3. MATTERS ARISING

Will be dealt with later under reports.

4. CORRESPONDENCE

- a) Letter via e-mail and card from Jeanette Lackey.
- b) Letter from Pam Fleming-Williams thanking Area for her gift.

5. REPORTS

a) Secretary - Mrs Morag McCord.

Several new delegates so a few reminders:

Notify Area Secretary if unable to attend Council and who was being sent in place.

Delegates must have full voting rights in their own club.

Only one delegate from each club can vote.

Club security – Phone numbers only to be printed on club booklets. Everyone must register for meetings.

Parking at Plumley – take care when parking on the grass.

In packs:

- 1. Agenda for meeting.
- 2. Diary dates for 2016.
- 3. Flower Arranger magazine and 2016 dates.
- 4. Several flyers for Club meetings.
- 5. Plant Hunters Fairs leaflet.
- 6. Results of Demonstrators Test.
- 7. Leaflet Cheshire's Got Talent.
- 8. Pink form Reminder again of Area Secretary's contact details.

Area

Minutes did all clubs receive them?

Great saving as total cost of printing and postage was £7.78

Inform Secretary any changes to club contact details - Officers, venues, e-mail addresses etc.

Area Officers form e-mailed to clubs – please delete Flower Arranger Representative, Mrs Catherine Bower's mobile number from form. Address is [Redacted].

Received RHS Chelsea Flower Show 2016 Schedule. After great results for Eleanor, Gill and Janet not too late to enter –closing date 14 December.

Show – Tuesday 24 – Saturday 28 May 2016

Grateful thanks to Chris and Joan from F&GP committee for help with registration and giving out packs.

b) Treasurer - Mrs. Chris Middleton .

Banking.

Current Account £7,860
Savings £45,915
Trading Account £5,280

Affiliation Fees

Thanks to 43 clubs that got their affiliation fees in before end of October deadline. Could every club send back Charity form even if zero return. Still missing 3 clubs save report on membership numbers until next Council.

Insurance

Reminder – standard NAFAS Insurance only covers members up to age **90**.

AGM Accounts

Surplus £400

Blackpool

Tatton display should be covered by £300 allowance promised by Mig Kimpton.

WAFW Elimination budget:

Including Flowers, Mechanics, half her Accommodation and Contingency came to £450

Designer of the Year budget:

B&B for 3 nights £264.50
Flowers for 3 pieces £500
Mechanics for 3 pieces £150
Contingency £100
Total £1,000

Sapphire Anniversary

Accepting tickets requests onto waiting list at moment.

Thanks to Joyce Bowett, Hale Barns for selling raffle tickets today.

c) Publicity/Trading - Mrs. Chris Middleton.

Still Christmas items to be distributed and sold. At next Council Louise will supply Leaflets, Handbooks, Badges, Show stationary only. Blue forms will be available at Councils and by application to Area Treasurer at treasurer@nafascheshire.org.uk or 01625 421737.

2 new handbooks being launched at Blackpool Festive Flower & Food Show.

ci) Flower Arranger - Mrs Catherine Bower

1. Winter edition.

Delivered on time and included further articles on Byley.

2. 2016 Orders.

Orders for 2016 subscription to Mrs Bower by Friday 4 December. Order forms were in pack at September Council.

If wrong name on form, correct and Mrs Bower will add club number. She will cross check name on form with that on Club cheque.

Bright Green slips in club packs – pass to club FA officer. It provides details of order and delivery dates and contact details for Pam Dimeloe and Catherine Bower.

3. Flower Arranger Awards for 2015.

Some clubs (19) reduced their order, 5 maintained their subscriptions and all others had increased from 2014.

As done at HQ, Mrs Bower used percentage increase in orders to determine awards.

- 1 The Bramall Hall Flower Club
- 2 South Cheshire
- 3 Tarporley

3 Bramhall & Cheadle Hulme

Will be made at Sapphire celebration at Chester Race course.

Two close contenders were Ashton Hayes & Tarvin and last year's winner Wilmslow Guild.

4. Free Copy in Club Pack.

Use to promote the FA and/or NAFAS. Could be given to new member to encourage them to take a subscription or displayed at a local venue. Let Mrs Bower know if useful and any other ideas for promotion.

5. Blackpool Flower & Food Show

Look out for entries in class 16 – design for front cover of FA.

6. Contact details on Officers and reps document e-mailed last week. Mrs Bower's address for FA is [Redacted] and delete mobile contact information – not used for FA purpose.

7. Notice Board

Thanks to clubs who gave posters at AGM to promote Clubs, Open dems and Flower Festivals. To give all clubs opportunity to advertise events, posters/flyers should be no larger than A5.

<u>cii)</u> Photography report – Mrs Pat Murphy.

Notes from minutes of National Photography Committee on 7 September 2015.

Present: Phillip Gray, Chairman, Chrissie Harten, Beverley

Stevenson and Mary Wright with apologies from Pauline Martindale, 2015 Competition Secretary.

Festive Flower & Food Show, Blackpool.

DVD company used before were printing 300 covers and sleeves with Phillip supplying artwork. Three companies wrereto provide quotes for burning the DVDs.

As Show different format to previous ones, needed to split into teams to cover all photography requirements and assistance needed to man photography stand.

Five display boards required for 2015 National Photography Competition winning images.

Photography of floral exhibits would commence after Preview Evening had taken place on Thursday 12 November.

2015 National Photography Competition

Thirty entries had been received from six competitors so far. Closing date for competition was 28 September and judged on 5 October.

2017 NAFAS Calendar Competition Results.

Judges were: Phillip Gray, Chrissie Harten, Helena Johnson, Derek Armstrong, Director and Peter Minnis, MD of Quorum Print Services. Chrissie gave report and committee discussed ideas for future competitions. Panel decided to take images of exhibits at Blackpool for Class 6.

2016 National Photography Competition

Beverley Stevenson agreed to be Competitions Secretary.

AOB

Phillip, Chrissie and Mary will all finish their term of office in October 2016, more committee members will be needed. Discussed further at Blackpool.

Date of Next Meeting: Tuesday 15 March 2016.

ciii) Cheshire Chat - Mrs Edena Joughin read by Mrs Chris Middleton.

New edition out. Price held at 70p although printing costs have gone up so make sure bought enough copies for members. Rely on clubs purchasing magazine to justify producing each edition.

<u>civ</u>) <u>Social Media – Mrs Nicky Wylie.</u>

Mrs Wylie explained how important use of Social media was to our organisation – an instant means of advertising by sharing information using social media sites on smart phones and tablets.

If any club had information or photographs for distribution send it to Nicky in PDF form and she will post it.

cv) Area Website - Mr. Tony Middleton.

How-to Pages

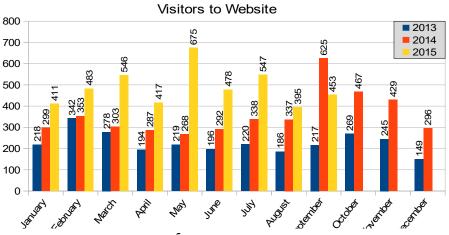
Autumn How-to had been added to website, created by Sharon Nolan. Only routine maintenance had been carried out – club diary updates and events and photographs.

Website included contact details for clubs. Currently on an opt-in basis and 27 clubs have done so. Officers and F&GP have decided that in future this would be opt-out instead and contact details for all clubs would be included unless informed otherwise. Done as follows:

- Where clubs have already given contact details for website would be unchanged.
- Where no details on website will use e-mail contact details held by Area Secretary.
- Where more than one address, will use club secretary, if available, use chairman then others.
- Before doing this, e-mails will be sent to all involved to give chance to specify alternate details or opt-out.
- On regular basis e-mails will be sent to all website contact emails to check currency.

NAFAS National website contains list of all clubs in each Area. This includes contact details for each Cheshire Area club consisting of name, e-mail address and phone number of Area Secretary. Not very sensible as any queries about a club should go straight to club itself.

Each club could contact HQ to request changes to their details or suggested Area could contact HQ asking that HQ site should link to each club page on Area site or to club's own website. Plans to update HQ site which may provide an opportunity for more extensive changes



To contact Website Officer, use either e-mail: website@nafascheshire.org.uk or use contact form on website.

e) NAFAS - Mrs. Val Seed.

Notes taken from minutes of National Advisory Council.

Paul Bonter - Company Secretary's Report.

Healthier position now but must not be complacent.

Affiliation fees to be increased on Annual basis.

Lonely Bouquet.

Friday 6 May 2016.

Chairmen asked to push this.

Intimation of Death of Marjorie Watling, National Chairman 1987-89 Festive Flower & Food Show

All plans well in place - looking forward to welcoming lots of visitors.

NAFAS Residential Weekend

Friday 4 – Sunday 6 November 2016 Leicester Marriott Hotel

Flower Arranger

Cheshire featured again in Winter Issue with photos of Flower Festival at Byley and also mentioned in Judith's "Editor's letter".

Promotional ideas from Areas welcomed and encouraged to enter competitions.

National Website

New website looking to be launched towards Lonely bouquet date 2016. "Websolve" would go to Osborne House for training all Area Web Officers and NAFAS will fund this.

Blue Forms

Blue forms going on line. Will mirror paper forms and work in conjunction with them.

Area Secretaries or anyone else could access this with a unique password which will direct to a secure portion of the blue form. Copies of blue forms would be kept as data for 2 years. Save on postage.

Extra NAC Meeting of Chairmen.

Following one Area's disclosure about possible folding of Area. Suggestions

London & Overseas Area had attended the Sugar-craft Show and did mini dems. With simple designs and "hands-on" could link us to other Craft type shows.

Same with Tapestry or Embroidery shows or even Garden Design etc.

Flower arrangers have a unique set of skills –never under estimate or sell ourselves short.

Must encourage young people to join us.

Need younger members to join our wonderful organisation if we are to survive. Not many present because working and difficult to get time so we must adapt to cater for them.

Suggestions from National Council discussion include:

Areas have Open Council meetings where anyone can attend but only delegates can vote. Coffee and cake provided.

Some hold meetings in evenings or Saturdays.

Most Areas limit length of time club delegates can attend Council so that new faces and fresh Ideas can be introduced.

Officers and F&GP have already discussed these suggestions so planning to try an Open Council meeting in the evening in the

summer. No dark journeys. Want to encourage members to embrace this idea as a **possible** way forward.

Most members so good and supportive and although some might not like the idea everyone has to go along with it if Area has to progress. Would not like to think of Cheshire ever struggling to survive or threat of closure but unless prepared to make changes however small one day it might happen.

f) Finance & General Purposes Report – Mrs Val Seed.

Heard some recommendations from F&GP in Chairman's opening remarks as Mrs Seed felt was more appropriate to have them there However just a couple more items to bring before Council.

Felt at all major events, Cheshire should have more corporate image so quotes were being obtained for black polo shirts with **NAFAS Logo** on front and **NAFAS** written on back in large green letters. Decided black was good colour for most people and hoped members would want to buy their own if they are often involved with major events such as Cheshire Show or Tatton. Small stock of extra polo shirts would be held for people who are on short-term duties such as Stewarding.

Research also into possibility of badge with NAFAS logo which could be pinned on to member's own black shirt when on duty if do not wish to purchase Area polo shirt. Badges would be Area property and loaned out at events.

Quote obtained for new badges for Associates of Honour as no stock. Waiting for another quote and would bring before next Council.

g) <u>Judges, Demonstrators, Speakers & Education Report - Mrs. Sharon</u> <u>Nolan read by Mrs Pat Murphy.</u>

Apologies sorry not here but thanks to Pat murphy for reading report

2 JUDGES

- **2.1 Refresher Day in 2016:** Organised to look at new competitions manual which was being launched at Festive Flower & Food Show in Blackpool.
- **2.2 National Judges Training:** Delighted to report 5 people from Cheshire Area plan to undertake this.

3 DEMONSTRATORS

- 3.1 Demonstrator Training Plumley, 2015: Thrilled to report 6 trainees passed demonstrators test on 17/10/15. (Mark Entwistle, Joanna Goodlet, Dorothy Monks, Lynn Picken, Anne Russell and Jenny Williams). Congratulations to them and commiserations to students who did not pass hope they will decide to carry on and retake test again, possibly in 2016. Photographs of the successful candidates will appear in Cheshire Chat. Also, updated list of names and contact details in packs. If need more info speak to Pat Murphy who worked very hard to organise demonstrators training and help keep up supply of new demonstrators. Thank you Pat
- **3.2 Introductory Course for NAFAS Disciplines:** Diane Fair and Edena Joughin will take this course, aimed at *prospective demonstrators* on Monday 11/1/16, 1/2/16, 29/2/16. Cost £75 and hope it will appeal to florists who cannot make training days on a Saturday. If require more info speak to Diane.

3.3 Demonstrator Training 2016: Will follow the Introductory course probably on Mondays, at a cost of £150 for training + £30 for final test, but has not yet been booked. Anyone interested speak to Pat Murphy.

4 EDUCATION

- **4.1 Start a Fashion, Share a Passion, Plumley.** Course taken by Val Seed & Chris O'Hara underway with 10 students attending.
- **4.2 Education Day Laura Leong 21/11/15:** Aimed at persons on Education list.
- **4.3 Reaseheath:** Thank you to Diane Fair who gave an inspirational demonstration to students (past and present) at college on 13/10/15. Picked up some good contacts, including florists who were interested in demonstrating now being followed up.

5 MISCELLANEOUS

The Cheshire Book will be reissued in early 2016 and given to clubs, additional copies available for £5 each.

6 FINALLY

Mrs Nolan would like to wish good luck to everyone competing at Blackpool and have a great time. Looking forward to seeing results.

h) Social - Mrs Nicky Wylie.

Sapphire Celebration 21 March 2016.

Tickets now sold out. They will be sent to Clubs before Christmas. If booked more than needed - then will be refunded up until 28 February as long as can be resold.

Prizes for tombola needed – any suitable unwanted gifts – brought to February Council.

Timing for event to be confirmed but should finish around 4.45 – 5pm.

Social Day 7 July 2016.

National Demonstrator, Emma Broomhead, now booked – highly rated and recently got Gold at Chelsea.

Speaker is Julia Summers – wrote book and television series, Jambusters.

i) RHS Show – Co-Ordinator - Mrs Pat Bannister.

No report.

j) <u>Cheshire County Show - Mrs. Lynda Braddock.</u>

Cheshire Show 2016.

Date next Cheshire County Show 21 & 22 June 2016 and title of the Show will be "Let's Face the Music".

Draft schedule been prepared and presented to JDS&E for approval. 10 categories along with exhibits from tutors and their students and hoping there will be a photographic competition as last year. Also been in contact with Reaseheath College to enter a stand at the show but no decision has yet been made.

Couple changes to schedule one being change of name from Flower Arranging Schedule, to Floral Design Schedule, reasons being to make sound more modern and more in line with new NAFAS logo.

Other area of change was Class 7 – Imposed Class. Past competitors been able to stage design either Sunday or Monday but for 2016 stipulated class must be staged Sunday Only between 2.00 – 6.00pm.

Delighted to have Craig Bullock as Judge and has been suggested he might speak to Judging Committee about possibility having trainee with him. Obviously up to Craig and Committee to decide.

2 new members joined team – Jenny Williams and Linda Martin who were pleased to welcome. Catering one area where looking for volunteers to make sandwiches for competitors on Sunday and Monday and prepare light meal (ham salad or such like) for judges on Monday evening. Does not involve staying behind, just preparation. If anyone interested, contact Lynda.

Already have some very kind individuals and clubs that have agreed to sponsor the show, but always looking for new sponsors. If any individual or club would like to sponsor a class or just the show in general, then would be most appreciative.

Next meeting, Monday 23 November committee will be discussing next stage of preparation.

k) NAFAS Sub-Committee Reports

(i) Judges - Mrs. Pam Fleming-Williams.

Notes from minute National Judging Committee meeting 1 October. Delyth Price from Three counties & South Wales Area was welcomed to the Committee.

Social Media: The Chairman had e-mailed all National Judges with NAFAS policy statement – "NAFAS recommends that permission must be sought from the designer and the event organiser prior to any images being posted on social media"

Budgets for the Adjudicators & Instructors' meeting and Area Representatives' Day had been approved by Board of Directors, as had the budget for the National Test to take place in 2016.

Tutors and Adjudicators have been booked for National Test and blue forms will be sent to confirm these bookings.

No Areas currently have plans to run Area Judges' Test although number are to hold Refresher Days. Hopefully the two trainee Instructors be able to progress through to qualification next year.

New Modular Training Scheme discussed as well as reallocation of marks for various sections of Area Judges Test to better balance candidates' skills in analysing and arranging exhibits.

Update of old Show Guide, to be renamed "Putting on a Show" was progressing. A committee member would contact Photography Committee to discuss an image for front cover.

Following feedback to Chairman from Designer of the Year competitions throughout the Areas of NAFAS, marking scheme for this section of Festive Flower & Food Show had been amended and information sent to all relevant competitors.

Area

Hoped to hold a Refresher Day for Judges during 2016 to cover changes to Competitions Manual.

(ii) Demonstrators - Mrs. Pat Murphy.

Notes from meeting of National Demonstrators' Committee held on Thursday 24 September 2015

Committee – Lilias Hoskins, Chairman, Michael Boyer, Elizabeth Graham, Beryl Cotton and Sandy Bailey. David Ryland in attendance.

Matters Arising

Code of Practice for Clubs was discussed by Committee. Agreed should be looked at in more detail and all comments referred to Michael for agreement at next meeting. Any suggestions of changes should also be agreed with Speakers Committee and David Ryland will put this to the Committee at their next meeting. Suggestions made were:-

Agreed allowance should not be exceeded without prior agreement. Ensure adequate refreshments were always offered to Demonstrator/Speaker.

Reserved parking space to be put in emboldened letters and change available to pay any parking fees.

Plug points and lights should be identified and microphone equipment tested.

Confirmation of venue with postcode and advise of any major road works or changes since booking was made.

All parties must ensure their mobile phones are switched on on the day Demonstrator/Speaker arrives.

If club cancels meeting within 6 months then any expenses incurred should be covered by the club.

Michael queried why no code of conduct for Judges and Teachers as Blue Form covers all disciplines. David would look into this.

Correspondence

From numerous items of correspondence listed an item of interest to Council was **Kevin Gunnell's new address**:

Evertonia, Crosemere Crescent, Cockshutt, Ellesmere, Shropshire SY12 0JW Same telephone number – 019392700606.

Kevin is retiring from National List.

Also, David Fawcett Ropner intimated he was retiring from National List from June 2016.

Dawn Weaver's new telephone number - 01244 681257

National Assessments and National Test 2015. Agreed this was great success.

Future National Assessments and Test 2016. Thetford suggested for next test. Michael to contact Area Chairmen for North and South Midlands for venue ideas. Dates agreed were 3&4 October 2016. Initial day of Advice and Guidance will be 23 February 2016.

Any Other Business

As this was last meeting David Ryland on behalf of Board of Directors thanked Lilias and Sandy for all hard work and dedication to Committee.

New Committee will consist of: Michael Bowyer – Chairman, Elizabeth Graham – Vice Chairman, Beryl Cotton – Finance, and new members Diane Fair and Jacquie Arnold.

Date of next meeting – Tuesday 23 February 2016.

(iii) Speakers - Mrs. Carol Black read by Mrs Sharon Nolan.

National Speakers Committee met at Osborne House on Monday 28 September followed by Adjudicators and Instructors on 29th and continuation of Committee meeting on 30th September.

Chairman, Elizabeth Rea fro NIGFAS.

Umbrella was Board of Directors David Rylands.

Five National Speakers had retired and taken names off National List. Tony Cleaver, Bob Harris, Pauline Marsden, Joan Owen and Pat Reader.

National Speakers tests took place on 16 September in Ross-in-Wye, nine candidates and one Adjudicator took the test and four Speakers were successful. They were **Mellissa Sheldrake**, East of England, who talked about the history of chairs and who sat on them. **Susan Horne** also East of England, title "I do like to be beside the seaside" was an interesting and amusing history of Seaside Resorts and how the public actually spent their holidays. **Simone Squire** from South Midlands, title "A Lot More Than A Slab of Chocolate" a really hilarious talk on her birthplace, Belgium, a very funny lady. **Joan Lockhart** from NIGFAS, title "Fleuriste" history of flowers and floristry.

Committee suggested holding a joint test in October next year together with demonstrators. David Ryland has put idea before Board of Directors who will assess the feasibility of such a test.

Committee discussed possible changes to some of speakers' guidelines. Suitability of subject to be removed from marking sheets of National test as will be taken as suitable if passed at mock test. Speakers Symposium will be held in Cardiff from 25-28 July of next year, details and application forms can be found on Speakers Website. Course open to any NAFAS member.

Several speakers will be participating in National Show at Blackpool in Talks Theatre. Pop in and listen.

Next meeting: 7 March 2016.

(iv) Education - Mrs. Diane Fair.

No report.

<u>6</u>. <u>AOB</u>.

- 1) Elworth Open Meeting 8 December Sandbach with Diane Fair.
- 2) Congratulations. Area Chairman voiced huge congratulations to all successful candidates who passed their Demonstrators Test and commiserations to those who just missed out on this occasion. Area so proud of all, pass or not, and enormous thanks go to Pat Murphy, our Demonstrators rep and Sharon Nolan and JDS&E Committee who worked so hard for months to provide training for everyone. 6 brand new demonstrators who would love to come to your club to entertain you.

3) Cheshire's Got Talent

In packs, form headed "Cheshire's Got Talent". Fill it in and send back to Area Chairman. Enormous talent in many fields within clubs we don't know about.

4) Competitions in Blackpool.

Want to wish Diane Fair best of luck in Blackpool as she represents Cheshire in WAFA competition. Also best wishes to Alison Cooper our representative in Designer of the Year competition.

29 members of Cheshire Area competing at Blackpool and to each and every one we send our good wishes for an enjoyable and hopefully successful time.

Area President, Shirley Robinson thanked Area Officers for an excellent and interesting meeting. Best of luck to all competing in Blackpool.

Merry Christmas and a wonderful and healthy New Year and make your resolution to encourage new faces to join your clubs.

<u>7.</u>	DATE OF NEXT MEETING Monday, 15 February 2016 10.00 am Coffee / 10.3	0 am Meeting.
		Signed
		Date