

The Cheshire Area of NAFAS

Minutes of Area Council Meeting held at Frodsham Community Centre.

Wednesday 27th July 2016

Present:	Mrs Val Seed	Chairman
	Mrs Sharon Nolan	Vice-Chairman
	Mrs Chris Middleton	Treasurer
	Mrs Morag McCord	Secretary
	Mrs Ann Jackson	Minutes Secretary

Area Chairman Mrs Val Seed welcomed Area President and everyone to the meeting and explained that it was decided to hold this meeting in an evening meeting at Frodsham to encourage more people to attend and gain an insight into the work undertaken by Area. The usual health and safety issues were covered.

1. APOLOGIES FOR ABSENCE

Nicky Wylie 2nd Vice Chair; Pat Murphy, Area Demonstrator and Photography rep; Carol Black, Area Speakers rep; Lynda Braddock, Cheshire Show Committee Chairman; Pat Bannister, RHS Show Co-ordinator; Bramhall and Cheadle Hulme FC; Mid-Cheshire FC; South Cheshire FC; Tunstall & District FC; Upton Heath FC and Winnick FC.

2. MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on Monday 23rd May were signed by the Area Chairman as correct and seconded by Fran Hall.

3. MATTERS ARISING

There were no matters arising.

4. CORRESPONDENCE

All the clubs and associations were thanked for their congratulations regarding the Cheshire Areas success at the Cheshire Show.

5. REPORTS

(a) Secretary – Mrs Morag McCord

Reminders: Delegates please sign in at every meeting as very important to keep an accurate record of attendance.

Make sure information in packs goes to the right person as soon as possible.

Correspondence:

Received many emails and letters re club forms (only 5 still to be returned), enquiries for club information, clubs attending Council etc. and forwarded to appropriate person.

Email from Bebington announcing closure after their July meeting.

5 nomination forms for Area Officers.

In packs for Council:

Agenda

Letter and order form for Flower Arranger 2017 from Catherine.

Cheshire Chat order form.

Letter to Club Chairman re Invitation to attend Demonstrators Test.

Flyer and ticket application form for AGM demonstration.

Letter for Judges Practical Day

Notice for Area Archivist

Christmas Workshop letter.

Several flyers informing of demonstrations, club promotions and flower festivals.

Many thanks to Ann for the minutes and Ann Watson and Chris O'Hara, F&GP who very ably helped with registration and issuing club packs.

(b)Treasurer – Mrs. Chris Middleton

Balances

General Account £6,672, Nationwide £11,419, Leek Bond £25,000 invested for 1 year.

The Flower Arranger, Trading and JDS&E accounts totalled £17,472 as at 19/7/16 although a significant amount of that money is payment for services being provided in the next financial year.

Social Day

In surplus with 248 tickets paid for, Sapphire Anniversary extras £371, AOH lunch approx £100 claims outstanding.

Shows

Harrogate £3,585, minus £600 grant from Harrogate. Came in under budget.

RHS Tatton Exhibit £4,663, due to £700 in prize money and sell off income came in under the predicted costs.

Tatton Workshop and Media stand £827 which was well over the predicted costs.

Negotiations are taking place to reduce the stand cost as it was faulty.

Arley Garden Festival £662, minus £50 grant and £250 prize money well under budget.

Treasurers' (and Chairman's) meeting 7th June.

The meeting proved very interesting and useful to all. The group shared information on costs to a club including hall fees which have a great bearing on the subscription cost. Also discussing ways to raise money, present the facts of how much a club meeting actually costs and ideas to encourage new members.

The information re hall costs, subscription fees gathered before and during the meeting will be issued soon as will helpful suggestions made at the meeting. If any club, not able to be present at the meeting, would like to offer the information to me then they will be included in the email list.

Inventory

Drapes and stands transferred to Welltrough Farm. The rest in the Macclesfield Store will be sorted and transferred to appropriate places over the next few months.

Raffle

Thanks to Margaret Disley & District and Margaret & Jacqui from Macclesfield F C.

Follow up from Council:

There is a Financial Summary in The Annual Report. I have requested information about how to get access to the Annual Report and the full accounts

(c) Publicity – Mrs Chris Middleton

1. The Publicity Team was present at Royal Cheshire Show, Arley Garden Festival & RHS Tatton. The presence at RCAS & Tatton consisted of the Media boards, club information, The Flower Arranger and the NAFAS Handbooks. These were also present at Arley garden Festival however the team also provided a hands-on-experience as well as a judged exhibit to show the public some of the types of floral art available in our world. This proved to be a very successful venture with 54 hands-on participants over 2 days and a Gold awarded to the exhibit. Much specific information was given re individual clubs.
2. Christmas Trading – 1 club has not collected their Christmas sample pack. The goods will be available at the AGM 6th October.

(i) Flower Arranger – Mrs Catherine Bower

Deliveries. As reported at the May Council, following some national problems with deliveries, it has been proposed that club flower arranger's officers (CFAO) phone numbers are made available to the courier company. This will enable them to contact clubs if there is a problem with delivery e.g. delay or unable to find the address. Catherine Bower requests that any CFAO's not happy with this arrangement notify her ASAP with a deadline of 1st September.

Autumn delivery will be w/c 2nd August

2017 Order forms and a covering letter are in the club packs to be passed to your club CFAO. Order forms and club cheques to Catherine by Monday 5th December.

New back copies. Cost and arrangements for ordering new back copies has changed. Choice of edition not available, however will try to provide a selection.

10 magazines = £6.00 25 magazines =£10.00

Catherine Bower has a supply of back copies. CFAO's can order any number from her for 40p per copy. Cheques made payable to *The Cheshire Area of NAFAS*.

They may be suitable to give new members as part of a welcome pack.

'Pre Loved' magazines which are popular at shows are welcome.

Notice Board. The display boards and promotional material were taken to area events i.e. The Royal Cheshire, Arley and RHS Tatton.

Thank you to clubs that have provided club and flower festival promotional material. To give all the clubs the opportunity to advertise events, posters/ flyers should be no larger than A5

(ii) Photography - Mrs Pat Murphy

No report

(iii) Cheshire Chat – Mrs Chris Middleton

Cheshire Chat – The May edition is still available today. We already have a number of articles in for the November edition so to be sure of getting your item published please send them in before the deadline of 1/10/16.

(iv) Social Media – Mrs Nicky Wylie

Social media is taking off really well and is definitely the way of getting ourselves well known. Janet Schofield and Nicky Wylie manage the Facebook page and Mark Entwistle and Nicky manage the twitter account.

Mark has increased our twitter followers by over 100% and we now have 122 people following us as far as Toronto. Cheshire Life magazine tweeted a photo of this year RHS Cheshire NAFAS exhibit before a gold medal had been awarded. Cheshire Life have 45000 followers, so potentially they may all have seen that photo. We cannot underestimate the power of social media.

Our FB page is also thriving. Photos of RHS Tatton were shared 22 times including by NAFAS London, overseas and the North West area. It was seen by 2900 people. Mark has now set up an Instagram account and Pinterest account. It is early days in these developments. Both these pages are very visual and are used by many different ages and will be another great way of reaching a different variety of people far and wide.

Should you want anything advertised please email it to social.media@nafacheshire.org.uk. Please send all flyers in JPEG as it is easier to add as a photo than PDFs format.

(v) Website – Mr Tony Middleton

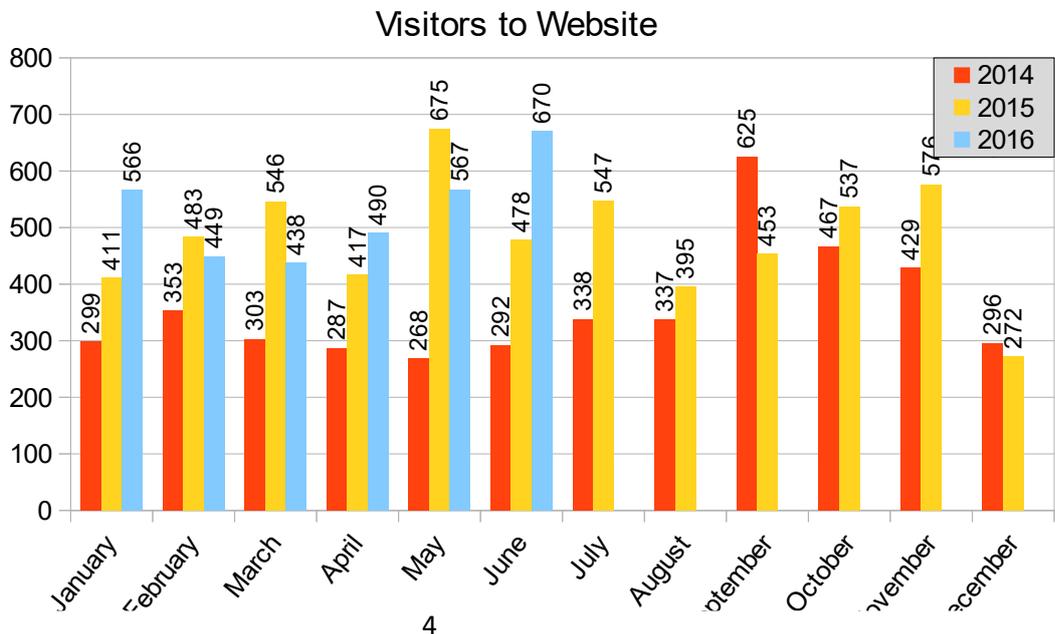
Very little change has taken place since the last meeting, mainly just routine maintenance – e.g. club diary updates and event photographs.

The May Council minutes are available via the website.

A summer “How-to” by Diane Fair has been added in March. A new “How-to” by Pam Fleming-Williams will be added shortly.

The Club contact details been updated from the forms provided to the Secretary. Links have been added to link to the Areas new social media sites on Pinterest and Instagram.

A number of clubs have pages on the Club website and have been linked to from the Area site. Club now seems to have closed and these links have been removed.



To contact the website officer, use the contact form on the website or email:
website@nafascheshire.org.uk.

(d) NAFAS – Mrs Val Seed

Meeting held in London to which the forthcoming Chairmen were invited so Sharon accompanied Val this time.

I have kept this report as brief as possible for you, hoping to bring out the relevant points but this topic was high on the list.

NATIONAL SHOW 2017

There had been much debate as to whether we should hold a National Show in the same year as a World Show—we never previously did this. BUT, it was felt that would be unfair to those members who love to compete and who would NOT be going to Barbados for the World Show so it was decided that our National Show should be in Blackpool again in 2017 from 7th to 11th November.

I know that some members have expressed their concerns about it going to Blackpool again at that time of year but let me assure you that many other venues have been looked at and places like Bournemouth and Brighton where we have been in the past are just FAR TOO expensive now. LOTS of other venues have been explored. The Winter Gardens have offered a really good price in comparison—even cheaper than last year!

I know that there were many things that were not right such as signage etc. – incidentally NOT down to the NAFAS organisers but Blackpool itself! These issues are being addressed and the great thing about going back is that the Committee know what went wrong last year and now have the Blueprint and opportunity to put it right.

I believe that shows such as Tatton, Chelsea, The Nationals and shows like our own Royal Cheshire Show are the very best way of showing the public what we can do and who we are. Our numbers are declining RAPIDLY!

If we don't get ourselves 'out there' where else are we going to show the world what an amazing art form we have and hopefully gain more members.

There will ALWAYS be a cost incurred!!

I do appreciate your thoughts and concerns and have expressed them to the NAC There is a simple choice. Do we want a National Show or not? I would hope that the response from EVERY Area would be YES. So, if that is the case, we need an affordable venue and, as members, we have a duty to support it!! .

There are ways in which we can ALL do that. We can physically go to the show, or we can buy a raffle ticket when the time comes. Blackpool may not be the ideal venue but it is on our doorstep and I DO hope that as many people as possible from Cheshire will get behind it

You are all so good at doing that and I do thank you, in advance, for your support of this event.

GOOD NEWS

Our own Pam Fleming-Williams will be the British Jude going to Barbados with Margaret Rumens as Reserve. Well done Pam!

AFFILIATION FEES

Fees due in November 2016 will be £5.40 –for 2017 and for 2018 they will increase by 20p to £5.60

LONELY BOUQUET

One Area called them Friendship bouquets. National Flower Arranging Day next year is Friday 5th May 2017.

TRADING

Any club can have goods on Sale or Return for a trial period. Try to fill a box, NAFAS will pay the carriage to your club but you pay it if you return it. Goods must be returned by January. So you have 5 months to try this if you like. It does NOT apply to diaries or calendars which are already on Sale or Return.

WESTMINSTER ABBEY

Flowers were arranged outside the Abbey and St Margaret's to celebrate HM The Queen's 90th Birthday. Each decade was portrayed along with a huge candle with the NAFAS logo on it. Huge opportunity to engage with the public as the designs were being completed.

COLOURBURST WEEKEND

Still places available if you would like to go—sounds very exciting and a really good way to meet folk from other Areas.

(e) Finance and General Purposes Report – Mrs Val Seed

Macclesfield Christmas Market going ahead – Sunday 27 November.

2 Christmas workshops – 19 & 20 November will coincide with this.

Val's term of office will finish at AGM and as she does not wish to be President she has asked Carol Black if she would be willing to take on the position which she accepted.

(f) Judges, Demonstrators, Speakers and Education Report – Mrs Sharon Nolan

1 CORRESPONDENCE: Val has passed me an invitation to an open demonstration by Lorena Dyer at Statham Lodge, Lymm on 17/10/16, which I am delighted to accept.

2 JUDGES

2.1 Judges Refresher Day, 15/10/16: There will be a joint training day with the North West Area at Plumley. There is information about this in your pack, for anyone in your club interested in becoming a judge, or keen competitors who want to know more about what a judge looks for.

2.2 National Judges Test: We now have 5 candidates from Cheshire (Chris Gibbons, Edena Joughin, Dawn Weaver, Eleanor Griffiths, Gill Jackson) for the test at end-October 2016.

3 DEMONSTRATORS

3.1 Introductory Course for NAFAS Disciplines, Plumley: Diane Fair, Edena Joughin on 29/2, 4/4, 16/5/16. This has completed successfully with 10 students now undergoing demonstrator training.

3.2 Demonstrator Training 2016: This will take place on 11/7/16, 8/8/16, 5/9/16, 25/9/16 (Sunday - Mock), 16/10/16 (Sunday), 31/10/16 (Final). Extra days added 22/8/16 and 12/9/16 in case of need. A small audience will be required for the Mock Test on 25/9/16, invitations to Mock Test will be emailed to Officers, Social, F&GP, Royal Cheshire Show committee, AOHs, friends of students. Application form for tickets for Final Test on 31/10/16 is in your pack, 1 applicant per club, hopefully Programme Secretary, £8 for ticket, with replies to me.

4 SPEAKERS

4.1 Speakers Course We plan to run a Speakers' Training Course in 2017, subject to sufficient students. Provisional dates 25/3/17, 20/5/17, 8/7/17, 2/9/17 (Mock), 28/10/17 (Final). Extra days may be added if required. If you have anyone in your club who is interested in qualifying as a NAFAS Area Speaker, please speak to Carol Black.

5 EDUCATION

5.1 Start A Fashion, Plumley 2/4, 30/4, 14/5/16: Val Seed, Chris O'Hara. Approx. 10 students. Extra day added 16/7/16. Completed successfully, which means we have booked another:

5.2 Start A Fashion, Plumley 8/10/16: Taster only one date. Val Seed, Chris O'Hara. The application form is in your pack.

5.3 Members Day, Pedestal Workshop, 9/7/16: Diane Fair, Chris O'Hara. A great day, completed successfully, with 18 students.

5.4 Education Day, Rachel Poole, 5/11/16. This is sent to persons on the Education List only. If you, or anyone in your club carries out workshops, even if you are not a qualified teacher with your name in the Cheshire Book, you can go on this list. Please speak to Diane Fair.

5.5 Members Days, Christmas Workshops, Pauline Foster (National Teacher), 19 & 20/11/16. The application form was given out at last Council and is already half full, so if your club members have not yet applied, please get those applications in quickly!

5.6 ADVANCE WARNING for 2017

- Members Days, Richard Haslam, Southern Ireland, 7&8/10/2017. For all members.
- Education Day, Kate Kerr, 21/10/2017. Christmas designs. For persons on Education List only.

AOB:

a. Role of Archivist: Officers and F&GP have agreed that a new role of Archivist should be established, as part of the Publicity Team. This means that the Area President will no longer carry out the role. There is a flyer in your packs, advertising

the role and seeking a volunteer. (Great job for anyone with an eye for detail, keeping scrap books of Area events, and bringing them out from time to time.)

(g) Social – Mrs Nicky Wylie

The Social day went very well and both the speaker and the demonstrator were very good and highly entertaining, the prosecco and cake went down well too! No complaints received. A big thank you to the social committee for their exceptional hard work. Please could you remind all members to sign in? We sold 250 tickets and only 200 signed in. We need to be able to account for everyone attending e.g. in the event of a fire.

AGM OCTOBER 2016

The demonstrator booked for the AGM is our own home grown talent and now Gold winner from RHS Tatton, Mark Entwistle. Mark has kindly stepped in at the last minute after another demonstrator has let us down. We are extremely grateful to Mark for agreeing to do this and I know with his years of experience including 2 Golds at Chelsea and florist of the year, he will be excellent.

Future Events 2017

We are planning another event at Chester racecourse in March 2017 but this time in the bigger marquee, holding up to 500 people. It would be interesting to know would members like an afternoon tea ad demo or would they prefer lunch and a demo. Lunch would be much more expensive than the tea.

A vote was taken by show of hands 50% preferred a lunch and the other 50% preferred the tea option.

(h) RHS – Mrs Pat Bannister

We have once again had an amazing success at the show. We received a Gold Medal and Best Exhibit in the Flower Design Studio. Our design was colourful and exciting, a real Wonderland and it showed off the skills of the team.

The workshop which we organised next to the exhibit was very popular with NAFAS members from Cheshire showing the visitors new ways of working with wire, and simple jewellery making, using fresh flowers. Everyone involved worked hard at showing what we could do, and our time and effort was rewarded by the huge interest shown and a lot of happy faces.

WE have been so very lucky this year to have Mark Entwistle lead the team. It has been fun for everyone and though hard work the reward has given us an even higher profile with the public.

Great interest was shown in having a Selfie frame so that photos could be taken and posted on Facebook and Instagram.

Our new format of having an extra stand as a workshop and information area worked really well and it is something we hope to be able to continue as it is so important to get the public involved.

(i) Cheshire County Show Team – Mrs Lynda Braddock

Council Meeting – Wed 27th July 2016 – 7.30p.m.

Report from The Royal Cheshire County show held June 21st & 22nd 2016.

Our first visit to the showground on Thursday 16th June was one of torrential rain, flooded marquee and extremely muddy ground. As you can imagine it was not a pleasant encounter. This continued until easing slightly on Monday and then for the show days, Tuesday and Wednesday, beautiful sunshine appeared with pleasant temperatures, helping to create once again, a show that proved to be a great success with plenty of visitors.

There were over 100 competitive entries this year with the hanging class being very well supported and extra tables being added for the title Ebony & Ivory which was very popular. Our judge was Craig Bullock who was impressed with the standard of the Competition, and was very complimentary.

Our general theme was let's face the Music, but for the 4 large non-competitive exhibits produced by students and their tutors, we focused on the "Royal" status of the show, by giving them titles such as Royal Garden Party, Royal Variety Performance, Royal Deeside (the other one) and Royal Ascot. They all produced amazing designs giving the judge of The John Platt Trophy a hard task to choose the winner.

Both the Adults and Children's hands on sections proved very busy once more and at times raised the noise level in the marquee.

Our floral demonstrations were as ever a great success and so professionally demonstrated by four of our local talented demonstrators. Superb arrangements were made and then very quickly sold as they were so much in demand. The leaf manipulation also created lots of interest and sparked a questions and answer session enjoyed by all.

The photographic section added an extra dimension to our competition with over 60 photographs being received and judged by a photographic judge.

So much hard work throughout the year goes into creating any show, and I would like to thank everyone who contributed in some form or another for their involvement, help and support, but especially:

All competitors in both competitive and non-competitive classes.

All prize givers including our Area President Shirley Robinson.

The Stewards who did a wonderful job as usual.

The demonstrators for keeping our visitors entertained by producing such great arrangements.

Pat Wood for catering and supplying delicious lunches and snacks throughout.

Cheshire Area Officers, members and their husbands for their help with build-up and knock down at the show along with their encouragement.

Sponsorship from: Gordale Garden Centre, Our Area President, Our Area Chairman, Our Area 1st Vice Chairman, The Flower Arranger, JDS&E, Knutsford Floral Design Club, Hale Barns Flower Club, Goostrey Flower Club, Frodsham & District Flower Club, Stockton Heath Flower Club, Disley & District Flower Club, Group 2000 and Neston Flower Society all for their generosity, it is very much appreciated. Also to Slater Harrison & Co Ltd., for supplying paper and print.

Cheshire Agricultural Society, The Executive Director and his staff for all their support.

The Floral Marquee Team for their tireless hard work, support, loyalty and friendship without you we couldn't have done it.

Let's all look forward to 2017.

(j) NAFAS Sub- Committee Reports:

(i) Judges – Mrs Pam Fleming-Williams

Extracts from Minutes Judging Committee held 30 June 2016

Training: Modular training programmes started in North East, Surrey, Devon & Cornwall and North West. Kent, Home Counties, London & Overseas and Sussex hope to start a joint programme. SAFAS and Home Counties are holding refresher days. Cheshire is hosting a certificated Practical Day with North West candidates joining already qualified judges.

Having had information on the Instructors booked for training, The National Judging Committee recommends that a variety of tutors will be beneficial for the candidates.

It is hoped to place trainee adjudicators and instructors within these programmes. As it was perceived that modular training is expensive, various ways of helping with this were put forward, such as residential weekends covering two modules and sharing certificated days with neighbouring Areas.

Area Reps Day: feedback and comments from the Area Representatives Day had been positive. One Rep had raised a scenario where a judge had only awarded 2nd and 3rd place in a class. The Committee deplores this practice and will issue a statement in the next issue of the Flower Arranger.

Some Reps were not sure of the things they should be reporting to the meeting and the idea of a template to be filled in prior to meetings will be followed up.

Everyone participated in a hands-on quiz, identifying plant material samples brought by the Committee. After the result of discussions with Area Representatives, Adjudicators and Instructors, a list will be drawn up and included on the NAFAS website.

Test: Plans are in hand for the National Judges Test in Solihull in October with a possible 14 candidates

National Show 2017: A list of judges had been recommended and subsequently booked. The Judging Committee had offered to help with the Schedule but this offer had not been taken up.

A two-day conference for Judges is proposed for August 2017. Venues and costs are being investigated.

A NAFAS booklet '**Putting on a Show**' is being refined and will incorporate the old leaflet No.7 on how to compete. To be published in 2017.

A query was brought up about the touching of exhibits at competitive shows. There is no written guideline on this, it has always been the accepted norm not to touch.

With the changes to the competitions manual to allow plant material 'in all its forms', it was felt that touching may be appropriate in some circumstances. This would always have to be at the discretion of the steward or show secretary.

The recommended **book list** for Area Judges Tests will be reassessed, updated and shortened.

Next meeting 29 September 2016

Area

Gill Jackson and Dawn Weaver have joined the training for National Judges bringing the number of Cheshire candidates to 4. They have completed a written paper and are preparing a schedule as an exercise. All 4 candidates will be meeting for a small-group session in August and will attend the National Training Day on September 3rd in Solihull.

Confirmation of 15th October for **Judges Refresher Day** on Practical Judging. Flyer in packs.

All judges on Area List notified of certificated day and recommended they attend. 8 area test candidates from North West, two national test candidates from Mercia & North Wales will attend. May get a couple of people from South Midlands. Plumley booked. Pat Hutchinson booked to tutor the day. Will need 7 exhibits from members preferably not involved. Awaiting class title from Tutor.

(ii) Demonstrators – Mrs Pat Murphy

No Report

(iii) Speakers – Mrs Carol Black

The National Speakers Committee met on Tuesday 21st and Wednesday 24th June. Chairman Elizabeth Rea welcomed Carolynne Sorrell who has agreed to join the Committee after the resignation of Anne Horsley due to her husband's ill health. Final arrangements were made for the National Speakers Course which runs from the 24th to the 28th of July at Cardiff University.

At the joint National Tests in North Allerton Yorkshire 3 Speakers will take their test on Monday 3 from 3pm onwards and 3 on Tuesday the 4th from 2pm. Tickets for this event are available from Beryl Cotton.

Initial plans were made for the next Speakers Representatives meeting, due to take place on September 27th at headquarters.

Alterations to the Speakers guidelines were proof read and agreed. Parts A&B will be published in the members Area of the NAFAS website. Parts AB&C will be distributed to those entitled to them.

Festive Flower & Food Show

The Chairman is awaiting information from the Show Director re – the Speakers location and time slots in the show.

AOB

The umbrella reminded the committee that when using the nafas logo, the Charity number must also be used.

Date of Next Meeting

Monday 26th and Wednesday 27th of September

(iv) Education – Mrs Diane Fair

NOTES TAKEN FROM THE MINUTES OF A MEETING OF THE NATIONAL EDUCATION COMMITTEE ON 7TH AND 8TH JULY 2016

Insight subscriptions stand at 355 at present. June Borrowdale completes her term of office as Editor of Insight this autumn with the winter issue. Moyra Turnbull will take over from June.

Joan Woodhead the NAFAS course consultant reported that Revalidation of the OCN course work is underway. A promotional letter from Joan regarding Area teachers becoming Independent Tutors for the NAFAS Accredited Courses was to be sent to Area Education Reps. to be forwarded to Area Qualified teachers. (This has now been sent to teachers on the Cheshire Area list)

There have been 5 applicants for 17th September workshop at Headquarters and 3 for 26th November. The Board of Directors have decided that no workshops will be scheduled for 2017 at Headquarters.

Teachers Conference will take place on Saturday 18th and Sunday 19th March 2017. Irene Manson and Kate Edwards will be the tutors for workshops. Details of the Conference will be sent to Area Chairmen and Area Education Reps. to promote the event.

'Illustrated Booklet of Basic Designs' has been updated and reprinted. A follow-on booklet is was discussed and it is hoped to launch this at Blackpool in 2017.

The Leisure Class Guide for Adults and Juniors is being worked on.

There will be educational workshops at the Festive Flower and Food Show in Blackpool in 2017

The date of the next meeting will be on 10th and 11th November 2016

Any Other Business

- (i) Elaine Halton spoke about *the 'Start A Fashion Share A Passion'* course and encouraged members to attend even though they may not want to demonstrate as it helps to build confidence in one's ability.
- (ii) Macclesfield club commented that NAFAS accounts are not on the website **Chris Middleton to email the National Secretary to enquire why they are not published on the web site.**
- (iii) The recurring theme of AOB was declining membership in flower clubs and strategies to address this issue. Some of the following were suggested:
 - Giving free tickets to show visitors e.g. Cheshire Show, Arley Hall to attend a club meeting / demonstration.
 - '*Bring a Friend Free in February*' initiatives.
 - Workshops to advertise meetings.
 - Increasing membership by getting out into the community e.g. schools, charities etc. Important to welcome newcomers and be a friendly, welcoming club.
 - Diversifying from just flower demonstrations e.g. fashion shows.

- Area Committee members encouraged to visit club committee meetings
 - Had there been any analyse of membership done?
- (iv) Val Seed responded to some of the comments:**
- In the Cheshire Area 13 clubs have increased their membership and 12 have shown a decrease in membership.
 - There was a competition at Tatton for a free workshop with Mark Entwistle as a membership incentive.
 - An analysis has been done and will be put on the website.
 - Sharon Nolan commented that Area Committee members have the issue of visiting clubs in hand and are currently looking at how clubs may be divided amongst the committee.
- (v) The other main comment in AOB regarded Committee membership. Many clubs were concerned that they struggled to get people to undertake committee roles and that some thriving clubs had actually closed because no one was prepared to serve on the committee.

Suggestions to address this included:

- People like to be asked personally to take up a committee position
 - Job sharing of roles
 - Limited time in a role. Long serving members may intimidate new members and put them off joining a committee.
- (vi) Some questioned why Nikki Chapman does not mention NAFAS when interviewed on TV at Flower Shows. Pat Seed explained that she was not legally allowed to as NAFAS is a charity.

Area President, Shirley Robinson, thanked the committee for a very interesting meeting and hoped this format may be used again as there were several new faces. She wished them well over the Summer and safe journey home.

DATE of NEXT COUNCIL MEETING: MONDAY 14TH November 2016

10am Coffee / Tea

Meeting 10.30am

Plumley Village Hall

Signed

Date

