

The Cheshire Area of NAFAS

Minutes of Area Council Meeting held at Plumley Village Hall Monday 3 July 2017

Officers Present: Mesdames Sharon Nolan – Chairman, Nicky Wylie - 1st Vice-Chairman, Chris Gibbons – 2nd Vice-Chairman, Chris Middleton – Treasurer, Catherine Bower - Publicity Officer, Morag McCord - Secretary

Chairman's remarks: Sharon welcomed everyone and said it was good to see our usual attendance here after such a disappointing turn-out at the evening Council at Northwich in May. For the benefit of new delegates, the Area Officers were introduced.

Chelsea results: Congratulations to Gillian Jackson, Eleanor Griffiths and Dawn Weaver – Gold, Val Seed and Nicky Wylie – Silver Gilt, Chris Gibbons and Janet Schofield – Silver, Pat Murphy – Bronze. Never had a mother and daughter both won Gold at Chelsea before!

WAFAs Results: We had one or two competitors from Cheshire but sadly no winners this time. Roll on Jaipur 2020.

Royal Cheshire Show results: Congratulations to all competitors and prize winners at fabulous Royal Cheshire show. Dorothy Monks had at least 3 first prizes and Best in Show. Well done!

Arley Hall Results: For second year running, Cheshire Area was awarded Gold at Arley Hall Garden Festival. Congratulations to Area Publicity team led by Catherine Bower with Chris Middleton and Louise Jones who staged the event.

Elworth – Thank you: Personal thank you to Elworth where I enjoyed a very good afternoon tea and demonstration at their Diamond Anniversary celebrations. All other Officers had also enjoyed club hospitality in recent weeks. Always great to receive these invitations and hope clubs understand not always possible to accept every one, but please keep them coming.

Your Area is Working for You: Delighted to say we have identified several opportunities to give something back to clubs, and are always keen to support those clubs which work hard to help themselves. We hope you feel as enthusiastic about these ideas as we are. More info later.

Chelsea: We were finally invited to exhibit at Chelsea in the NAFAS Diamond Anniversary Year 2019. Whatever your views on Chelsea, this is a once-in-a-lifetime opportunity! Nicky will be Chairman then and we have already written to all clubs asking that they come today prepared to discuss and vote on this issue. I have also asked everyone presenting a report today to be brief to allow us plenty of time for discussion. This will take place after other business, in AOB, so that we can devote as much time as required to it.

1. **APOLOGIES FOR ABSENCE:** Merylyn Haslam - F&GP, Pam Fleming- Williams - Area Judges rep, Bramhall & Cheadle Hulme, Hale Barns, Heswall Flower Clubs, Romiley Floral Art Guild and The Flower Club of Wilmslow & District.
2. **MINUTES OF THE PREVIOUS MEETING:** The minutes of the meeting held on Monday 13 February 2017 were signed by the Area Chairman as correct after an amendment to Publicity Report which should read: *Prestbury* Flower Club and not *Poynton* Flower Club would take part in Macclesfield Flower Festival.
3. **MATTERS ARISING** – will be dealt with in reports.

4. **CORRESPONDENCE** – Email from New Brighton FC re: Blue form information. See AOB.

5. REPORTS

(a) **Secretary – Morag McCord**

Reminders:

- Delegates please sign in under Club name but only one person from each club can vote.
- If Club is unable to attend or there is a change of delegate let me know before Council.
- Several important letters and application forms in packs so if you are not club chairman, please make sure they see the pack as soon as possible.
- When emailing me please remember to put your Club name on correspondence as makes it easier to reply.

Correspondence:

The Cheshire Area of NAFAS

- Received several emails from clubs and members congratulating all members who had entered the Shows and promoted Cheshire Area with some great results.

In packs for Council:

- Agenda for meeting
- Affiliation Fee letter from Area Treasurer for Club Treasurers to fill in and return with remuneration.
- Charity Donation Form 2017 also for treasurer.
- Poster and application form for AGM & Demonstration in October.
- Invitation to attend Area Speakers Test.
- Letter re Flower Arranger 2018.
- Information Leaflet and application form re Chaffinches.
- Letter requesting arrangers for Westminster Abbey.
- Flyer for NW Area Pantomime.
- Flyers for Stockton Heath Charity Christmas demonstration, Rural Chester Christmas demonstration and Prestbury Flower Club.

Many thanks to Anne and Joan for their help with registration and issuing of Club packs.

(b) Treasurer – Chris Middleton (Chris M)

1. Balances: Current Account - £9,327 (minus the budgeted amounts for Social Day £2,200 and Tatton £4,000). Building Society - £11,625. Bond - £25,000 (£20,000 is being re-invested for 1 year the £5,000 plus interest being transferred to current account). Trading - £5,955 (200 diaries and calendars already purchased, no orders in as yet).

2. Chester Racecourse: Problems! Loss on the day was £1,130, less than predicted due to generosity of those who attended. There were technical hitches which resulted in all technical fees being waived. After the event a discussion took place with management re standard of the food, which resulted in a further reduction of £850. Chris M will refund the resulting surplus to the clubs whose members attended the lunch, £5 each, by the end of July. A gesture of goodwill only made possible because of second refund because of mistakes made and poor quality of the services supplied at the Racecourse.

3. Match Funding: This being re-launched as an opportunity for clubs to have financial assistance with activities specifically aimed at gaining new members. Clubs can apply for half funding for such an event. Applications through the Treasurer.

4. Social Day tickets: Ticket sales lower than usual so tickets still available. Parking problem has been resolved.

5. VIP Raffle: An extra raffle at Social Day for VIP Package purchased by Area. Package includes 4 tickets, 4 brochures and 4 afternoon teas, with prosecco.

6. Macclesfield Garden Festival: Very successful, both in Floral Marquee where 3 local clubs, Prestbury, Macclesfield and Nether Alderley produced lovely exhibits much admired by the public and the Area Publicity Tent where 96 people made their own small arrangement and much information was given out about flower clubs in the Area and further afield. Cost of Publicity tent was covered by sponsorship and donations by the public. Thanks must go to arrangers from the 3 clubs and the helpers over the 3 days who stewarded and guided young fingers in their first attempts at Flower Arranging. Hopefully there were some of our future demonstrators amongst them.

7. Arley: Very successful financially as all costs covered and small surplus made which will contribute towards cost of publicity.

8. Signatures: Agreed by Officers that contracts must be seen by two officers – two signatures are required on every cheque, so should not expect one person to commit to thousands on a contract.

9. Affiliation Fees: 20p up for National and 20p up for Area. Forms in pack for Club Treasurer.

Area – £2.90, Student rate - £2.50, Junior rate -10p

National - £5.60, Student rate - £2.50, Junior rate -10p

Total £8.50

10. Today's Raffle: Thanks to Sue for the table flowers and Elaine for the VIP Raffle.

(c) Publicity – Catherine Bower

A very busy time since last Council.

The Cheshire Area of NAFAS

Royal Cheshire Show and Arley Flower Festival gave opportunity to speak with many members of the public. Free visitor vouchers given for clubs over the Area. Hope they will allow clubs to encourage new members to join your clubs. Interesting to see travel patterns to the 2 shows. Other initiatives included visitor vouchers for individual clubs.

Arley Flower Festival BBC Radio Manchester attended and interviewed Catherine and Louise Jones live for the morning programme. Asked for general flower arranging tips and allowed them to talk about flower clubs. Followed up with request to ask a question of the programme gardener. Available on iPlayer to 24 July. Had been attracted to exhibit having read X banner. Arley "Have a Go" allowed proud parents and grandparents see 60 designs created, some of whom inquired about flower clubs. New venture this year – two mini dems by Louise Jones and Sharon Nolan in the Talks Marquee. They included floral tips, flower clubs etc. and as it was a Garden Festival, Sharon used all garden material in her exhibits. Arley exhibit once again awarded Gold and £250 prize money. A further £50 paid as team stayed to end of show. With sale of demonstrator's arrangements and donations for "Have a Go" the 2 day publicity opportunity resulted in no cost to Area.

Raising Profile: Press release issued for events and posts on social media across Area. Thank you to all members who volunteer to support events to promote our wonderful organisation. Best wishes to all clubs who are participating in events over the summer. Please forward photos to social.media@nafascheshire.org.uk for inclusion on Area Social Media. Full list of Area email contacts was issued at November 2016 Council to allow you to forward items to a specific area of social media (or any other Area contact).

(ci) Flower Arranger – Catherine Bower

2018 order form and cover letter in club packs - pass on to club Flower Arranger officer. Club orders to Catherine by **Saturday 2 December**. Happy for phone call/email with numbers for clubs meeting at end November with cheque/form following. Any not received in time can be included for Summer edition. 2018 subscription for **NAFAS Members in Affiliated Clubs - £12.80 per annum/ £3.20 per issue** – increase of 25p per edition. First increase in 3 years (£11.80 per year, £2.95 per copy). Flower Arranger profit to NAFAS c £77k – final figure to be confirmed. Remind members subscriptions can be increased at any time during the year – one new member of a club was not aware and was going to pay full price at Arley Show. Catherine has supply of back copies.

(cii) Cheshire Chat – Chris Middleton

Some responses from clubs re: question of continuing with Chat, many were positive about changing format. Vote taken and vast majority were in favour of discontinuing the magazine. Members thanked Editor Edena Joughin for all her efforts over the years.

(ciii) Social Media – Mrs Nicky Wylie:

Facebook page: 5000 hits in last 2 weeks.

Twitter: 133 people now following us.

Instagram: Cheshire area of NAFAS has 309 followers.

Pinterest: Cheshire area of NAFAS has 23 followers.

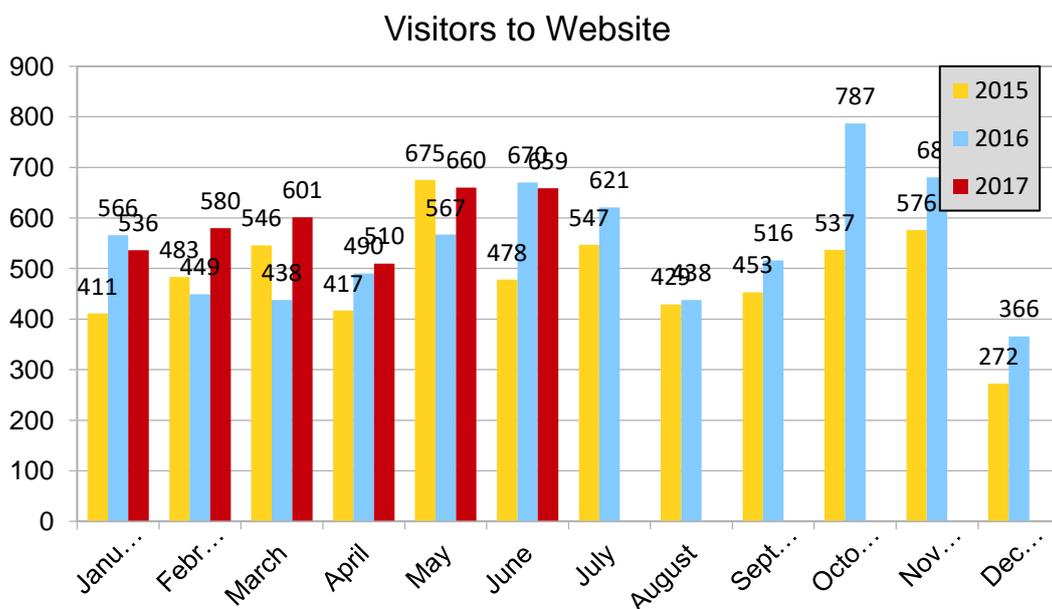
(c iv) Website – Tony Middleton:

Very little change has taken place since the last meeting, mainly routine maintenance – e.g. club diary updates and event photographs. The May Council minutes are available via the website. Currently adding AGM minutes, should be available soon.

A seasonal "How-to" by Pam Fleming-Williams has been added.

As mentioned in May, we are looking for a replacement for Website Manager. Current manager will finish 2018 AGM at latest although could step down sooner if someone else was available.

The Cheshire Area of NAFAS



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

- (d) **NAFAS – Sharon Nolan:** NAC (National Advisory Committee) not until 18/7/17 so just a few updates.
- **Blackpool 9-11 November 2017:** Cheshire representatives, Joan Wilkinson – Red Bauble, Alison Cooper – Catwalk Show, Val Seed – Asst. Sales Person. Officers decided the best way to get value for money out of sponsoring the event was to purchase a VIP package. This includes full page advertisement in show schedule, tickets and afternoon tea and a glass of Prosecco for 4 people. Tickets and afternoon tea will be raffled today and at Social Day when ticket will be drawn giving great opportunity to both support the Festive Flower and Food Show and win a value-added day out.
 - **Chelsea:** We will cover Chelsea 2019 in AOB however Sharon wanted to clarify a point – Sheila Hadlow, National Chairman, has been lobbying for anyone who thinks NAFAS should continue to exhibit at Chelsea **after 2019** to write to her. This is a totally separate issue from our invitation to exhibit in 2019. Some posts on Social Media do seem to confuse what are two entirely different items.
 - **Diamond Anniversary Celebration Event:** “Helpers” from Cheshire, Beryl Cotton doing table decoration for dinner, Pam Fleming-Williams is Show Chairman/Co-ordinator. Told that pack for this event would be issued at NAC but not now the case – wait until AGM or even Blackpool. Delay to allow everyone to focus on helping Mig Kimpton make Blackpool as great a success as possible and not be distracted by issues associated with the Diamond Anniversary. (10/8/2019 for Floral Art in the Business Design Centre, Islington London. Dinner on 9/8/2019 in Grosvenor House, Park Lane. Rumour has it dinner £175. Lots of discussion by Chairmen. Nothing to be confirmed until pack is issued so concentrate on Blackpool).
- (e) **F&GP Report – Sharon Nolan**
 Many thanks to Edena and Chris for all their hard work editing Cheshire Chat but most information now on the website but unfortunately will miss articles sent in by members which were always enjoyable.
- Westminster Abbey:** Thank you to Anne Williams and Collette Dunkley who staged at Westminster Abbey on 28/6/17. Unfortunately Edena was unable to go as she was unwell, so Collette stood in at short notice. Send all good wishes to Edena for a speedy recovery. If anyone would like to go on list for Westminster Abbey, there is a flyer in pack. Good traditional arrangers only. If someone wishes to go but we do not know how good they are,

The Cheshire Area of NAFAS

we can arrange for them to come, free of charge, to a training day to check out their skills. Can also pair up experienced and less experienced people.

Chaffinches (Cheshire Area Affiliates): Given out number of flyers about Chaffinches at various Shows recently, but still await Chaffinch number 001. Flyer in packs. Not trying to recruit affiliated members at expense of traditional club membership, however if you have someone who comes regularly to your club as a visitor but does not wish to become a member, you might consider an affiliated membership instead. We have to increase membership as affiliation fees from diminishing numbers of members does not cover cost of running Area and if we have to increase affiliation fees, members would not be happy. If we do not increase membership, we will continue to lose an increasing amount of money each year eventually marking death knell of Area.

Deaf Club: Michelle Simpson Cheshire rep for Deaf Network Support was not able to go to Knutsford on 17/5/17 and is still interested but will have to wait until after October due to summer breaks and diary commitments.

Tattenhall/Retirement Villages: Sharon was approached by Inspired Villages in Tattenhall re: possible demonstration or flower club. Much too soon to consider a Flower Club there but may be opportunities for Tarporley to increase its membership. Thank you to Diane Arden for going with Sharon. Numbers very low and thankful Inspired Villages paid for demonstration – usually Area would fund it as part of recruitment. However asked if Sharon would like to go back in July after more people had moved in. May be other opportunities to increase membership as number of retirement villages is increasing so approach any in your area as we have to take every opportunity we can to increase the membership.

Vacancies: Getting pretty desperate – had 1 volunteer and have approached several people as have other Officers. 11 or 12 vacancies. Need new blood and new ideas. We have to change to keep up with times and ensure future of Cheshire Area of NAFAS.

- 1) Archivist – does not have to be computer literate, maintain area scrapbooks. Shirley Robinson will continue to do for time being.
- 2) Area Minutes Secretary to assist Area Secretary, Morag, at Council and AGM.
- 3) Minutes secretary at F&GP, to free up Sharon's time.
- 4) Minutes secretary to Publicity committee to help Catherine Bower.
- 5) 2xclub representatives on F&GP to replace Joan Wilkinson and Anne Watson. (Joan takes over Royal Cheshire Show from Lynda Braddock – Lynda's last Council today. Anne Watson will administer Chaffinches).
- 6) Treasurer in just over 1 year – earlier if we find one to achieve handover from Chris M.
- 7) Someone to maintain website when Tony goes.
- 8) RHS Coordinator/assistant to RHS Coordinator must be computer literate and experience of (major) show organisation.
- 9) Publicity team general member.
- 10) 2nd Vice chairman in just over a year.
- 11) On JDS&E but waiting for right person.

(f) Judges, Demonstrators, Speakers and Education Report – Nicky Wylie

Designer of the Year 2017: Eliminator at Social Day 6/7/17 only 2 entrants.

Speakers:

Speakers Course: Mock test – 2 September 2017 and Final test – 28 October 2017. Flyer in pack for 2 members per club to attend Final Test.

Education:

Members Day 2017: REMINDER - Richard Haslam from Southern Ireland – 7&8 October 2017 – full details - £30 for the day. Max of 25 places per day.

Education Day 2017: Kate Kerr 21 October 2017 – ensure anyone in your club on Education list made aware of this. Details direct to those on list in due course.

(g) Social – Chris Gibbons

Chester Lunch 15/5/17: Many thanks to all members who were very generous in giving items for the tombola – Sharon and Merryn Shaw, Ashton Hayes & Tarvin, wrapped them and made a lovely display. Thanks also to all members who supported the lunch and

The Cheshire Area of NAFAS

bought a lot of tickets. The day was not a complete success, as food was not as expected and there was an issue with the lighting but have already been dealt with and hope all satisfied with way in which they were resolved. Main problem with putting on a lunch is the size of the venue – do we opt for a larger place if one can be found, at a price we can afford and risk losing money if the members do not support it, or do we book a smaller venue which can only take up to 200 or so people which limits numbers. Would be helpful if clubs would give some constructive feedback before the next Council Meeting so that Officers can hear what you have to say.

July Social Day (6/7/17): Social day on Thursday 6 July is at Northwich Memorial Court, Northwich. Preparations in place for good day, with Speaker Jennie Storr from Lincoln, and National demonstrator and award winner, Angela Turner from Dorset promising to give us a very entertaining day.

October AGM (5/10/17): **Frodsham Community Centre.** Usual venue and after AGM business in morning, Vanessa Wellock from Ilkley, demonstrating “Under the Floral Spell” – a new demonstration created for us. Promises to be a great afternoon.

Discussion: Dorothy Irvin thanked social committee and pointed out the lunch used to be first Monday in March and had been enjoyed over the years by a larger number of members. Quality of food had not been as good in past few years, numbers had been dropping making it difficult to keep cost down and still give value. Some members commented that later in the year is difficult with many members on holiday etc. thus more attending in March and finding a venue suitable easier. Chris Middleton said that a larger venue would need to be well supported but 3 course meal as was suggested would cost about £40 so would be out of the question for many. Sharon asked that a vote be taken whether should have lunch in March and delegates voted “Yes” Also voted “Yes” for Pro Rata system of giving tickets for the event. Some clubs were concerned they might not be able to apply for tickets as would not be able to let members have enough time to decide if they wanted to go as their clubs did not meet December/January. Clubs did not support – even after voting in favour. Must ask clubs to vote only if they intend to support.

- (h) **RHS Tatton 19-23/7/17– Pat Bannister:** Team working very hard perfecting their exhibit for Tatton. Many thanks to all who have offered to Steward or man the workshop. Our premier event of the year and real chance to show public what we can do. We will all be wishing them GOOD LUCK. Sharon thanked Pat for all her hard work over the past years and as the job requires more skills on a computer, Pat feels she would have to stand down unless someone could take over that part and she could carry on with the organising.

(i) Royal Cheshire County Show 20&21/6/17 - Lynda Braddock:

The title of this year's schedule is “What a Wonderful World”.

What a difference a year makes. Our British weather certainly tests us, from last year being the wettest show encountered to this being the hottest. Both came with their challenges. But whatever, the show must go on and once again we had a spectacularly colourful Show that received compliments from the visitors.

Over 90 floral arrangements on display – slightly less than last year- but Wafa was on at same time and a few regular competitors were at Wafa. The Judge was Sarah Wood from Bishops Castle who said she was impressed with the high standard which had been produced.

Children's hands-on attracted lots of attention and made a difference in noise levels when schools visited the stand. We tried to bring Adults hands-on section into a more modern mode by making simple jewellery out of flowers, leaves and beads. This proved to be very popular, more so than leaf manipulation which was also available.

We were pleased to have two new flower schools in the non-competitive section, “Start a fashion, share your passion flower school” -tutors Val Seed and Chris O'Hara, and “Alright petal flower school” – tutor Maria Brand. This section is not judged by the NAFAS show judge, but there is the John Platt Trophy for “Best Endeavour” which builds in some competitiveness and helps to give students confidence to enter in their own right in future years. Proved by Lorraine Fitches who last year entered with Dawn Weaver's group and this year entered the novice class and Imposed and came 2nd in Novice and 3rd in Imposed.

The Cheshire Area of NAFAS

Demonstrators Louise Jones, Dorothy Monks and Mark Entwistle did an amazing job in entertaining visitors with their arrangements. No problem selling them – some never made it to Flower sales table – reserved from stage.

Once again photographic section proved a success - even more photographs than last year. With so much hard work throughout the year going into creating any show, Lynda would like to thank everyone who contributed in some form or another for their involvement, help and support but especially:

- All competitors in competitive and non-competitive classes.
- All prize givers including our President Carol Black.
- Stewards who did wonderful job as usual.
- Demonstrators for creative arrangements and keeping visitors entertained.
- Dorothy Monks for her hard work catering and supplying delicious lunches and snacks throughout.
- Cheshire Area Officers, members and husbands for help with build-up and knock down at show along with their encouragement.
- NAFAS flower clubs that sponsored the show with generous amounts.
- Last but no means least the most wonderful set of people to work with – the RCS committee. Thank you for all your hard work going on behind the scenes, help and guidance over past couple of years and your commitment.

Lynda now handing the reins to Joan Wilkinson, who she knows will do a tremendous job and sure she will receive as much help and support as she has. Good Luck to Joan.

Sharon said Joan and Gill Davies will take over and job share for next three years. She thanked Lynda and presented her with a small token of appreciation for all her hard work over the past three years.

(j) NAFAS Sub- Committee Reports:

i) Judges – Pam Fleming-Williams read by Morag McCord

Extracts from minutes of National Judging Committee held 8 June 2017.

"Putting on a Show" booklet has been published and is available for use by clubs, Areas and outside organisations.

Training: 5 Areas have held training. Two Mock Tests and one final test have been held - 3 candidates passing. Committee concerned that all training had been by one Instructor. A two-day/two module training programme being investigated which could be held over a weekend at Osborne House.

This could possibly suit candidates who were not able to attend at Area level.

Adjudicators and Instructors continue to work towards final qualification.

Judges Conference to be held at Jubilee Conference Centre, Nottingham University 11-13 August now fully booked with 40 delegates attending including a good mix of National and Area judges. Programme is challenging with two classes to be judged in depth, plant material to be identified, comment cards written and schedules to be assessed.

Adjudicators and Instructors Day set for 28 September.

Chairman of the Committee, Pam Fleming-Williams, was to judge at World Show in Barbados.

A draft schedule for Floral Art and Design Show 2019 to be held in London would be available to be discussed at next Committee meeting to be held on 29 September.

Congratulations to the Arley team for their award.

Congratulations to Lynda Braddock and her team for superb show at Royal Cheshire Show.

Such a high standard of staging and exhibits.

Good luck to RHS Tatton team.

(ii) Demonstrators – Mrs Pat Murphy: No report

(iii) Speakers –Carol Black

National Speakers Committee met in London from 27 February to 1 March 2017.

Chairman – Susan Shaw

Committee members – Sheila Smith, Carolynne Sorrell and Philida Irving.

The Cheshire Area of NAFAS

Apologies – Susan Horne.

Sandy Bailey attended as new umbrella to committee.

Question was raised re an instructor adjudicating at a Mock Test. Committee strongly recommend that this does not happen. Neither should trainee at stage 2 (observation stage) be treated as second adjudicator.

Adjudicators for our 2 September Mock Test and 28 October Test were confirmed.

Festive Flower & Food Show - Speakers are involved with interviews of National Chairman and National President. In addition, a festive performance with a number of NAFAS speakers will take place each day.

Members of committee will be around the Talks Theatre in the Empress Ballroom each day. If anyone has any questions about speaking, or just a chat, they would be delighted to meet. There have been over 4,200 views of "Vote of Thanks" video and almost 450 of "Introductions" video. Committee discussed further ideas for "help" videos.

Chairman brought number of draft handy hints to meeting, topics covering subjects that may be of use to trainee speakers, trainee instructors and members. When finalised will be available on members area of the website.

Sheila Smith had also prepared a draft "handy hints" for projected images, e.g. slides or Power-point presentations.

Lengthy discussion re location, length of sessions, content and date of next Speakers Symposium in 2019 took place.

Committee hoping that a "Know your Speaker" article will appear in Autumn edition of Flower Arranger. The editor will be approached re future articles.

Quotes are being obtained for a book mark to publicise Speakers.

Brief discussion took place re proposed 2019 Show.

Last meeting for Carolynne Sorrell and Chairman thanked her for her support, guidance, hard work and friendship.

Date of Next Meeting: 18 & 19 September 2017.

(iv) Education – Diane Fair: No report.

(v) Photography – Pam Mosedale

Royal Cheshire County Show Photography Competition: Received 81 entries for this year's photography competition. Judge was professional photographer, Caroline White from Beeston. 3 entrants were not NAFAS members. For first year held a Visitors Vote competition and 306 votes were cast. All photographs received at least one vote and most popular images received 16 votes.

All photographs had been returned to entrants and they have been asked for feedback about competition, any area we could improve and suggestions for next year's judge i.e. professional photographer with traditional and contemporary experience.

National Photography Competition: The 2017 National Photography Competition has now launched and Competition Secretary, Beverly Moore, will be delighted to receive entries. All members of NAFAS are eligible to enter, with the exception of the NAFAS National Photography Committee. A schedule can be downloaded from the NAFAS website <http://nafas.org.uk/wp-content/uploads/2016/09/2017-Photography-Competition.pdf>

The **CLOSING DATE** is: 5pm FRIDAY 1st SEPTEMBER 2017, the Competition Secretary must receive digital entries, entry form and cheque by this date. The winning images to be displayed at the NAFAS AGM, the Bishopsgate Institute, 230 Bishopsgate, London EC2M 4QH on Wednesday 11th October 2017, and at the NAFAS Festive Flower & Food Show, Blackpool from 9-11 November 2017

(vi) Junior Liaison – Sally Melvin: No report.

6.) Any Other Business

Blue Form – Demonstrator's Emergency Contact Number: New Brighton Flower Arrangement Society had raised the point that the Demonstrator had a contact number on the Blue Form but there was not an Emergency contact number if anything should happen to

The Cheshire Area of NAFAS

them while at the Flower Club. Diane Fair said that she would look into it, the issue applies to anyone (J D S or E) booked using the blue form.

Chelsea 2019: In May, we finally received an invitation for Chelsea in 2019. This has been discussed by Officers and at F&GP, and we now have to make a decision on whether or not we wish to accept that invitation. If we do not, it will be given to the next Area on the list, but at this time I have not been able to find out which it is... And, **we must ensure that if we accept the invitation, clubs are committed to raising the necessary money to make it happen.** I have already amassed a large folder of information, but briefly what this means is:

- Exhibit 17' x 17', smaller than at present
- Team of 6 (half that at present) to include a caterer, and I now know why we need a caterer – everyone will be working so hard they will be too exhausted to eat out...
- Team stay in Nell Gwyn apartments for up to 11 nights, HQ pay for 9, plus a food allowance. This covers staging before the event, stewarding during it and dismantling afterwards
- HQ pays some vehicle cost
- HQ gives us £6,000 or £6,500, but I am not sure if that includes or excludes the cost of food and accommodation!
- We have been advised that we need to raise approx. £11,000 or £12,000. However, one person has suggested that it could be as high as £20,000.
- We do know that Area can underwrite this money and facilitate the necessary cash flow if we have to spend before we get money back, BUT if we do not fund raise, it will break Area and we will cease to exist afterwards. Therefore, it is critical that we raise some or all of the money.
- I know that there are arguments both for and against our involvement, but we will make the decision in as democratic a way as possible. Before I open up the discussion to delegates, I just wish to emphasise that it will be assumed that any club voting in favour of us 'doing' Chelsea is also committed to supporting the fund-raising effort. This does not necessarily mean doing it themselves, but that members would support events organised by Area or other clubs.
- The vote: **MUST have 24 clubs in support.**

Discussion – Fundraising

Nicky Wylie, who will be Chairman in 2019, has said she will be responsible for fundraising and that it will be quite do-able if the members will commit to supporting the events, perhaps each club could raise as much as they can afford without asking too much of their members. Diane Fair said that many clubs had about half membership now and members would rather put money into their own clubs to support it.

One suggestion was to fund-raise and split the proceeds half to Chelsea fund and half to their club, which several thought a good idea as both benefit.

Joan Quinland, Stockport Afternoon FC asked if Area could use the money they have in the bank etc. and not have to fundraise. Chris Middleton said the bond was needed to try to turn finances around as we were spending a lot of money doing shows –in deficit – and social events failed due to lack of support from members.

Val Seed, Bramall Hall FC, said her club would raise between £300 and £500 with a workshop.

Stockton Heath mentioned the lack of publicity for NAFAS at Chelsea by BBC so what benefit would Area get from doing Chelsea. Area already well thought of at NAFAS HQ in London.

Sharon assured the meeting that Cheshire would ask for a stall to publicise and promote the Area near our exhibit, and HQ's support in e.g., lobbying the BBC, etc.

Several other members suggested ways they had raised money with gardens opening, afternoon tea etc. and all very positive.

Sharon asked that a vote be taken, 1 delegate only from each club to vote. The results were:

The Cheshire Area of NAFAS

In favour of going to Chelsea 2019 - 21clubs. Against – 0. Abstentions – 13 needed more discussion with club members. 12 clubs missing. Result - no majority.

The missing clubs who will be emailed with the information and the clubs who had abstained will email Morag with their decision by the end of July.

Finally all joined with Sharon in wishing the team, led by Pat Murphy, at RHS Show Tatton, every success with their fabulous exhibit.

Area President, Carol Black, thanked the Officers who had worked very hard and advised all the delegates to talk to their clubs re: Chelsea 2019 and make the right decision for the Area

7. **DATE OF NEXT MEETING: AGM Thursday 5 October 2017. Frodsham Community Centre. 10am coffee/tea, 10.30 a.m. meeting.**
8. **DATE OF NEXT COUNCIL MEETING: Monday 13 November 2017. Plumley Village Hall. 10am coffee/tea, 10.30 a.m. meeting.**

Signed

Date