

# THE CHESHIRE AREA OF NAFAS

## **Minutes of 47th Annual General Meeting held at Frodsham Community Centre on Thursday, 5 October 2017.**

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Present:	Mrs Carol Black	President
	Mrs Sharon Nolan	Chairman
	Mrs Nicky Wylie	1 <sup>st</sup> Vice-Chairman
	Mrs Chris Gibbons	2 <sup>nd</sup> Vice-Chairman
	Mrs Chris Middleton	Treasurer
	Mrs Morag McCord	Secretary
	Mrs Catherine Bower	Publicity Officer

The Area Chairman welcomed the Area President, Associates of Honour, Delegates and members to the Annual General Meeting. Also, welcomed Jan Law, our incoming National Chairman and Ken Law, Chairman of the National Trading Team. Chairman invited the Area President to chair the meeting.

The Area President, Carol Black, reminded delegates they had one vote per Club on any resolution and to state name of Club if proposing and seconding.

### **CLUBS PRESENT**

The Register of Clubs present was held by Area Secretary.

#### **1. APOLOGIES FOR ABSENCE**

Mrs Janet Phillimore, AOH, Mrs Sue Jackson, AOH, Mrs Lynn Breeze, AOH, Mrs Margaret Standley, National & Area AOH, Mrs Judith Butterworth, AOH, Anne Keates, AOH, Wistaston & District FC, Padgate & District FC, Leek Floral Art Club, South Cheshire Floral Society and Bramhall & Cheadle Hulme FC.

#### **2. MINUTES OF PREVIOUS MEETING (October 2016)**

The Minutes were signed by the Chairman as a true and correct record of the meeting.

*Proposed by: Chairman*

*Seconded by: Winwick Flower Club*

All agreed.

#### **3. MATTERS ARISING**

Matters would be dealt with later.

#### **4. CHAIRMAN'S REMARKS - Mrs Sharon Nolan.**

As an Area, we have taken part in numerous events, festivals, shows, competitions, workshops and training days at venues including Macclesfield, Arley Hall, Nantwich, RCCS, RHS Tatton, Southport and Westminster Abbey. Several events over the year had been very pleasing especially congratulating 6 new Area Demonstrators, seeing Green Hearts for Valentine's Day – great collaboration with WI – initiative by Leek Flower Club. Following on, a great day out at Chester Race Course despite poor food was successful and well done Social team. Especially pleasing were individual Gold medals at Chelsea – Dawn Weaver, Eleanor Griffiths and Gill Jackson – first time mother and daughter winners at same time, experiencing a dry if rather warm Royal

Cheshire County Show, launching Chaffinches, Areas own workshop only e-club and getting all parking tickets cancelled after Social day at Northwich was particularly pleasing. More Gold at Arley Garden Festival and RHS Gold Medal and Best in Floral Marquee at Tatton followed and congratulations to all teams and individuals on their successes. Visiting Nantwich Cheese Show for first time and watching Area Speakers Mock test with great hopes for the Final test and Dawn Weaver now on National Teachers list were all great news with finally the collaboration with Wedgewood by demonstrating at four of their Christmas events was a brilliant opportunity for Area to show what it can do from a chance encounter at RHS Tatton. Contact Publicity or any of the Officers if need help with publicising your local events.

Thank you and well done to all who have been involved with Area events and have helped to make them successful and to all clubs whose hospitality Chairman has enjoyed. It has been a brilliant year and looking forward to next year with great anticipation.

**5. PRESENTATION AND ADOPTION OF THE FINANCIAL STATEMENT  
- Mrs Chris Middleton.**

Treasurer had prepared Functional Accounts again. Copies of full accounts were available on request.

**Summary of Year End Accounts 31 July 2017**

	<u>F &amp; GP</u>	<u>JDS &amp; E</u>	<u>Trading</u>	<u>Flower Arranger</u>	<u>Chaffinches</u>	<u>Overall</u>
<u>Income</u>	£39,820	£ 7,621	£ 2,838	£ 8,697	-	£58,976
<u>Expenditure</u>	£39,880	£ 6,291	£ 3,506	£ 8,667	£ 29	£58,373
<b>Profit (Loss)</b>	<b>(£ 60)</b>	<b>£ 1,330</b>	<b>(£ 668)</b>	<b>£ 30</b>	<b>(£ 29)</b>	<b>£ 603</b>
<b>Bank Accounts</b>	<b>£43,400</b>	<b>£ 8,865</b>	<b>£ 5,405</b>	<b>£ 5,351</b>	<b>£ 1,146</b>	<b>£64,167</b>

Cash in Hand £560

Treasurer explained the presentation of accounts and wished they be adopted. Full accounts available on request.

*Adoption of Accounts*

*Proposed by:*

*Mrs Chris Middleton, Area Treasurer.*

*Seconded by:*

*Tarporley Flower Club.*

*All agreed*

**6. APPOINTMENT OF ACCOUNTANTS**

Mrs Middleton proposed Area appoint Marie Stokes of Cheshire Accountancy Services to act as the Accountant during 2017/2018.

*Proposed by:*

*Mrs. Chris Middleton, Area Treasurer*

*Seconded by:*

*Stockton Heath Flower Club.*

All agreed.

**7. SECRETARY'S REPORT - Mrs Morag McCord**

1. Issued today:
  - a) Financial Statements
  - b) Annual Report for 2016 – 2017
  - c) Agenda
2. Area held three Council Meetings at Plumley Village Hall and one at Northwich Memorial Court and an AGM at Frodsham Community Centre.
3. Many email enquiries received from members and club contacts, several non-NAFAS members interested in joining clubs or attending open demonstrations, flower classes etc. and were directed to appropriate person in Area team and also information from HQ etc.to send out to clubs.
4. Minutes had been sent out to all clubs, all Area Officers and all but 3 AOHs electronically and in main had been successful, saving on printing and postage.
5. Sincere thanks to the ladies of the F&GP Committee who have so ably helped with registration and giving out club packs at Council meetings.

**8. PUBLICITY COMMITTEE REPORT - Mrs Catherine Bower.**

A really busy year and thanks to all who helped promote Area at local or Area events.

Area promotional leaflet redesigned to include greater information on activities. The banner and feather flag very successful and several clubs had used Area material for promoting NAFAS at their local events.

Area sponsored free visitor vouchers and matching funding for clubs to encourage new members.

Need to be creative in using all forms of communications with members and prospective members using Social and traditional media streams. Area Facebook page going from strength to strength. "Like, comment, share" increases audience.

Press release issued for events and posts on social media across Area successful.

Welcome to new secretary, Collette Dunkerly and Helen Rock Area Archivist. Last edition of Cheshire Chat printed. Thanks to Edena Joughin and Chris Middleton for all hard work in producing editions.

No volunteers for web manager. Grateful thanks to Tony Middleton for his help and experience in developing Area website.

Thanks to Chris for maintaining NAFAS Publications and Christmas orders.

**8a. FLOWER ARRANGER REPORT - Mrs Catherine Bower .**

2018 subscription for NAFAS members in Affiliated Clubs - £12.80 per annum - £3.20 per issue – an increase of 25p per edition.

Flower Arranger profit to NAFAS approx. £77k – helps support NAFAS.

Adoption of Secretary, Publicity and Flower Arranger Reports en bloc:

*Proposed by: Stockport Afternoon Flower Club*

*Seconded by: Prestbury Flower Club*

*All agreed*

**9. CONFIRMATION OF PRESIDENT**

It was wish of Area Officers, F&GP and Council that Mrs Carol Black be re-elected Area President.

*Proposed by: Neston FC  
Seconded by: Disley & District FC  
All agreed*

10. **CONFIRMATION OF CHAIRMAN, 1<sup>ST</sup> VICE – CHAIRMAN, 2<sup>ND</sup> VICE-CHAIRMAN Continuing in Office.**

11. **RE-ELECTION OF PUBLICITY OFFICER.**

Mrs Catherine Bower had agreed to continue as Area Publicity Officer.

12. **RE-ELECTION OF SECRETARY**

Mrs Morag McCord had agreed to continue as Area Secretary.

13. **ELECTION OF MINUTES SECRETARY**

Position vacant

14. **RE-ELECTION OF TREASURER**

Mrs Chris Middleton had agreed to continue as Area Treasurer for one more year.

15. **SUB-COMMITTEE REPORTS**

a) **F&GP - Mrs Sharon Nolan**

Since last AGM, the Committee has welcomed Maureen Herson, Chairman of Sale Flower Club as club representative and said goodbye to Chris O'Hara. Lynda Braddock has been replaced by Joan Wilkinson as joint Chair of RCCS.

F&GP oversees and approves budgets for all Area events and assists Area Secretary at Area Council meetings. Its responsibilities include any activities not covered by Social committee or JDS&E including RCCS and Tatton shows.

F&GP also organises a small number of events in its own right. Anne Watson organised manufacture and sale of goods at Altrincham Market and is now administering Chaffinches, Cheshire Area's workshop based e-club. Val thanked the members of the committee for all their hard work over the last year. They have an important role to play in looking at decisions and Sharon is still doing minutes for the committee as no-one wants job of F&GP Minute Secretary.

b) **JDS&E Report - Mrs Nicky Wylie.**

JDSE continue to work very hard for the area and I would like to personally thank them for everything that they have done over the last year. Their expertise and knowledge has been invaluable to me and the area.

1. **12/3/16 – Education day – teacher's day with Rachel Poole**
2. **9/7/16 – Members' Day – Pauline Foster.** Well attended by 44 members.
3. **Start a Fashion, Share a Passion:** Continues to highly successful and is attracting new members. Special thank you to Val Seed and Chris O'Hara and Diane Fair for running these.
4. **Pam Dimeloe** continues to run successful classes on behalf of the area and thank you to her
5. **Demonstrator Training:** 6 Successful candidates passed their test at the end of October 2106.

6. **Speaker Training course has been run and their final test is on 28 October.** There are tickets available and it would be great if clubs could support them by sending 2 members. Please email me if you would like any tickets. There is no need to send a stamped addressed envelope and we are saving money by making this a ticketless event and a list of all clubs who have purchased tickets will be on the door.
7. **Congratulations to Pat Murphy and her team for Gold and best in floral marquee award at RHS Tatton this year and to Catherine Scales and her team for Silver gilt at Southport.**  
Mark Entwistle won the eliminator competition and he will now be representing Cheshire at the BFFS. We wish him the best of Luck

**c) Social Committee - Mrs Chris Gibbons.**

On 15 May Area held annual lunch at Chester Racecourse venue where Annette Urquhart from Berkshire entertained us with a demonstration titled "Crazy for Daisy".

Social Day in July was at Northwich Memorial Court where Speaker was Jenny Storr with "Travels with the Colonel" in morning followed by National Demonstrator, Angela Turner from Dorset who entertained us with floral display based on "Party in the Park" which included audience participation which was hugely popular.

No lunch in March 2018 but more entertainment in store and will be announced at November Council.

**d) Royal Cheshire County Show Team – Mrs Joan Wilkinson.**

Following a most successful Show, coping with extremely hot conditions, Gill Davies and Joan Wilkinson took over as joint chair.

This year we were privileged to be hosting one of Wafa eliminator competitions where successful candidate will then compete at Leicester for a place in India next year. As this will take up extra room in the marquee, dropping club class but hope to re-introduce in 2019.

Hoping to give show more up to date look by having new stands made that will stretch the imagination of more ambitious exhibitor. In next two years hoped more stands can be introduced with a view to using them in different ways in years to come.

Adult Hands-on making jewellery proved very popular and are continuing next year. Children's Hands-on will also be included in next year's show where hopefully we can encourage young people to take an interest in our wonderful hobby.

Also usual non-competitive exhibits for tutors and their students will be repeated next year as some wonderful designs produced this year and hope there will at least four more large exhibits for students to gain experience in dealing with larger scale designs. Asked if any tutors here would like to take part in next year's show to get in touch.

As Royal Cheshire County Show only large area show, hope members will give full support, not only by entering but by visiting the show or offering to do some stewarding of the event. We rely on stewards to prevent small hands touching the designs and stopping dogs getting too near.

**e) RHS Tatton Park - Mrs Pat Bannister.**

Area once again won a Gold medal at RHS Tatton Show in July.

Area also won the award for Best Exhibit in the Design Studio.

An amazing achievement by Cheshire Area of NAFAS to have won 5 Gold medals in last 6 years. Mrs Bannister thanked our hardworking team led by

Pat Murphy with Alison Cooper, Sylvia Bower, Jean Mangnall and Jacqui Owen.

A lot of time talent and hard work went into making our teams consistently successful and we are very proud to have them in Cheshire Area.

Successful workshop area where many youngsters came to work with wire, flowers and decorations.

Very exciting time and already thinking of 2018.

**16. NAFAS REPORT - Mrs Sharon Nolan**

In last year, Mrs Nolan had attended the National AGM, 4 National Councils and an Area Chairman's get-together.

HQ has launched the Diamond Card and started refurbishment of Osborne House. They are organising the Festive Flower & Food Show in Blackpool in November, where a number of Cheshire members were assisting and Mark Entwistle will represent Cheshire Area competing for Designer of the Year.

HQ also asked Cheshire to exhibit at Chelsea 2019, NAFAS Anniversary year and we're waiting further information on celebrations planned for August 2019.

HQ finally sound but concerned about falling membership and loss of clubs. Directors, (whose legal role is that of Trustees to NAFAS charity and are responsible for its financial management,) have embarked on a 5-year Strategy and Plan, covering key issues such as need to increase membership and improve communications. Mrs Nolan will report further at Council as develops and transformed into specific actions.

Area Officers disappointed NAFAS not inviting WI to collaborate over Flower Arranging Day in May 2018. (Vote 20-1 in favour of this). Cheshire has agreed to liaise with Cheshire WI to see if we can collaborate locally. Mrs Nolan feels very strongly we should collaborate with any organisation we can to increase the profile of our name and activities.

**17. NAFAS Sub Committee reports:**

**a) Judges - Mrs Pam Fleming-Williams.**

The National Judging committee comprised:

Pam Fleming-Williams	Chairman	Cheshire
Margaret Rumens	Vice-Chairman	South Midlands
Pat Hutchinson	Training Co-ordinator	North East
James Burnside		NIGFAS
Delyth Price		3 Counties & S Wales

Three meetings held during year to discuss and plan for:

- A Judges' Conference in Nottingham.
- Rolling out of modular training programme for Area Judges.
- Editing and publication of booklet "Putting on a Show".
- Training for all level of judges.
- Adjudicators & Instructors updates.
- Feedback on "Plant material in all its forms".
- How to educate competitors re NAFAS flower arranging periods.
- Revision of Show Guide booklet.
- A draft Schedule for 2019 National Competition.

Committee organised and ran an Adjudicators & Instructors Day.

Organisation of two training days and final test for National Judges, held in Solihull, resulted in five new additions to National List: Chris Brown from Surrey, Sarah Wood from Mercia & North Wales, Debbie Wadge from Wessex & Jersey, Rita Braithwaite from Northumberland & Durham and Dawn Weaver from Cheshire.

Judges Conference attended by 22 National Judges and 18 Area Judges as well as National Chairman and Vice Chairman. Participants challenged by sessions on schedule writing, comment cards, horticulture and two classes for judging highlighted plant material in all its forms. A lecturer from the Workers' Educational Association conducted a session on context and semiotics and their relevance to the show bench.

An Area Judges Test was held in Surrey also accommodating candidates from Kent and Sussex. Tests also held by London & Overseas Area and North East. All tests resulted in new editions to Area Lists.

In 2018 there are two weekends of training planned for Osborne House. Offer four sections of new modular training scheme, to help candidates who are not able to access training in own Areas.

In conjunction with Education Committee, a Basic Unit on Period Flower Arranging was being written which can be used by Areas, Clubs and interested individuals.

#### **Area**

Training/Refresher Day held in conjunction with candidates from North West Area was well attended and showed neighbouring Areas can work together.

#### **b) Demonstrators - Mrs. Pat Murphy**

The National Demonstrators' committee had met twice during the year under the chairmanship of Michael Bowyer with Elizabeth Graham, Jacqui Arnold, Diane Fair and Pam Lewis joining him on the committee.

National Demonstrators Test alongside National Speakers Tests were successfully held on Monday 3 October and Tuesday 4 October at the Forum, Northallerton. Further tests planned for Autumn 2018.

Demonstrators Representatives day will take place on 24 January 2018.

Demonstrators Symposium Weekend will take place on 19-22 April 2018 at Marriott Hotel Leicester.

#### **c) Speakers - Mrs Carol Black**

National Speakers Committee had met three times during past year. Committee under chairmanship of Susan Shaw with Sheila Smith, Carolyne Sorrell, Philida Irving and Susan Horne.

National Speakers held joint Test with Demonstrators at Northallerton Yorkshire with 5 successful Candidates.

Area Speakers Representative Day held at Osborne House. Changes to guidelines were explained and reports from Areas on speaking activities read out and discussed.

#### **Area:**

Cheshire Area proposed running an Area Speakers Test with 3 days of training and a Mock Test on 2 September 2017 and a Final Test on 28 October 2017. Very important that candidates have good audience and clubs have been invited to the Final Test.

We wish all the candidates very best of luck and hope to boost Area List with several new Speakers.

#### **d) Education - Mrs Diane Fair.**

The National Committee had met three times during the year under chairmanship of Jane Haas, with vice-chairman, Julie Woods, Irene Manson, Moyra Turnbull, Editor of Insight Magazine and Joan Woodhead Course Consultant.

Insight subscriptions stand at 300. Any members of NAFAS can take out a subscription to this very informative magazine – not only for Teachers. Various certificated courses are being run around country – Levels 1,2 &3 and the Teacher Training Course, but due to lack of Tutors in some Areas potential students are unable to attend a certificated course.

Committee ran Day for Tutors and Internal Moderators in February.  
Teachers Conference - March in Birmingham tutors Irene Manson and Kate Edwards.

Updated Leisure Guide for Adults and Juniors had been distributed to Reps via email to pass on to Area Teachers. Also available on NAFAS website.

“Illustrated Designs – Book 2” will hopefully launch at Show in Blackpool.

6 adult workshops at Show plus Hands-on sessions on Education stand and satellite stations manned to promote education and direct people around.

Area Representatives Day held at HQ in August when reps were asked to promote NAFAS Certificated Courses and try to find tutors to run courses.

3 new National Teachers added to National List including Dawn Weaver.

Jane Haas completes 4 years as Chairman of Education committee in October when Julie Woods takes over as Chairman.

#### **e) Photography – Mrs Pam Mosedale.**

##### **National Photography Committee Activities.**

National Photography area representative committee met in March. A good opportunity to meet reps from other Area, to share information and ideas and to stimulate photography at all levels within NAFAS.

Mrs Mosedale shared Royal Cheshire Show schedule and by using photography albums, Cheshire could display all entries at the Show. Also judge was a professional photographer who attempted to get a more contemporary feel to some of the entries. One good suggestion which was implemented at Royal Cheshire show was “Visitor Votes” – visitors could choose their favourite image.

New NAFAS YouTube channel has created over 15 videos to watch – including how to make various designs and how to give a vote of thanks.

##### **Publishing photographs on Social Media.**

Posting on social media is to be encouraged as it is an excellent way to publicise NAFAS and work we do, and encourage public to visit a show but is **very important to emphasise** that **no photographs of competition entries should be posted on social media until competition has been judged, winners have been informed and event open to the public.** Any image posted should credit the designer and the photographer where possible as matter of courtesy.

Demonstrators and speakers should also be asked to agree to photographs being taken verbally or by means of NAFAS Media Consent Form.

<http://nafas.org.uk/wp-content/uploads/2016/03/MEDIA-PERMISSION-FORM-final.pdf>

##### **National Photography Competition.**

Competition received 481 digital entries from 72 entrants. Winning images will be displayed at NAFAS AGM on 11 October 2017 and at NAFAS Festive Flower & Food Show Blackpool 9-11 November 2017. Also available to view on NAFAS Facebook page.

##### **Royal Cheshire County Show Photography Competition.**

2017 competition received 81 entries for following classes:

Class 1 Treasures of the earth – landscape or a garden scene.

Class 2 What lies beneath?

Class 3 Wood you believe it.

Class 4 Little things mean a lot – close up detail of natural plant material.

Class 5 Don't fence me in – monochrome or black and white.

All entries were displayed and gave visitors opportunity to vote for their favourite image. 306 votes received and each photograph got at least one vote. Most popular received 16 votes.



f) **Junior Liaison – Miss Sally Melvin.**

No report

*Adoption of Sub Committee Reports and NAFAS Sub-Committee Reports en bloc.*

*Proposed by: Disley & District Flower Club*

*Seconded by: Widnes Flower Club*

*All agreed.*

18. **ELECTION OF REPRESENTATIVES TO NAFAS**

a)	Judges	-	Mrs. P. Fleming-Williams
b)	Demonstrators	-	Mrs. P. Murphy
c)	Speakers	-	Mrs. C. Black
d)	Education	-	Mrs. Diane Fair
e)	Photography	-	Mrs Pam Mosedale
f)	Junior Liaison	-	Miss Sally Melvin

*It was proposed that NAFAS representatives be elected en bloc.*

*Proposed by: Knutsford Floral Design Club*

*Seconded by: Macclesfield Flower Club*

*All agreed.*

19. **A.O.B.**

1) Val Seed, Bramall Hall FC suggested that to bring Area more up to date it should consider a name change. NW has already done so and Cheshire should do the same. Nationally NAFAS considering change but would be a huge cost. It was decided to defer decision and would be considered after the AGM as more time needed for discussion.

2) **Chelsea 2019:** Nicky Wylie, 1<sup>st</sup> Vice Chairman, but would be Chairman in 2019, has taken on responsibility for Fundraising for Chelsea and offered help and support to Clubs with their fundraising events.

Dorothy Irvin, member of Cheshire Team in 1999 at Chelsea said it was a wonderful opportunity for Cheshire to showcase skills in flower arranging and all members should give their support to fundraising as they had been given in 1999. She presented a cheque to Area from the 1999 team members who are still in Cheshire, all of whom expressed wish to support the 2019 team.

3) **Chairman's Award:** New award presented to the club which had increased membership by largest percentage and had paid their Affiliation fees by due date. First winner was Ashton, Hayes & Tarvin Flower Club and this year's winner will be presented after the due date for Affiliation fees to be paid.

Mrs Nolan made a personal award to the individual who had contributed significantly to the Cheshire Area.

Pat Murphy, Area Demonstrators Representative, had carried out role effectively, increasing number of demonstrators in Cheshire Book, and she had led a team to RHS Gold medal and best in Floral Marquee at Tatton. She also put together package which appealed to Wedgewood resulting in 4 demonstrators appearing at Wedgewood events leading up to Christmas.

President thanked Ellesmere Port Flower Club for beautiful stage flowers, also Area Committees and individuals who had assisted with the day.

Finally she thanked the Area members for attending.

Area Chairman thanked Area President for taking the meeting.

20. **DATE OF NEXT AGM:**

**Thursday, 4 October 2018.  
Tarvin Community Centre, Meadow Close, TARVIN. CH3 8LY**

Signed .....

Date .....