



Communicating with your members

There's many ways you can communicate with your members other than on Club evenings or afternoons. Of course, face-to-face communication is always best but here are a few other ways you might like to consider...

- **Notice Boards** – many clubs have noticeboards on display on club nights – you can share your own events, what's on, Area events, leaflets for local garden centres, local facilities, photos, articles involving your members etc. Here are a few examples overleaf of club noticeboards
- **Club Facebook pages** – these are relatively easy to set up and a great way of sharing details of upcoming events, club information, sharing photos of demonstrations and related flower information, anything you like really. You can find out how to set up a club Facebook page on the website.
- **Focus groups and surveys** – if you want to get feedback from your Club members on any particular topic or indeed feedback generally, you can consider small focus groups outside of club nights, perhaps invite a few members to coffee and cake and ask their opinions on things. You can also do more formal surveys asking questions on the Club's programme, its communications, what members would like to see in future programmes, that type of thing. An example of an example member survey page is overleaf, probably more useful in larger groups. Don't forget whatever method you use, it's important to share the results with your members at a later date.
- **Club newsletters** – these are a great way to stay in touch with active and non-active members. They can be an email, a sheet of A4 circulated to members on email or given out on club evenings, Facebook posts or more detailed newsletters including articles and competition results. Here are a few examples of different newsletter formats you could try.



Noticeboard examples



© Dereham & District Flower Club



© Burwell & District Flower Club



Member survey example Page 1

DEREHAM & DISTRICT FLOWER CLUB - MEMBER SURVEY

Thank you for taking a copy of the survey, it should only take about 10 minutes to complete. It's important for the Club that the Committee understands how members feel about things and for you to have the opportunity to influence what happens in the Club so we can continue to keep it fresh and enjoyable. You can of course fill it in anonymously if you wish but if you'd like to be entered into the prize draw, please fill in your name on the tear-off slip at the end of the survey. If you'd like to take the survey home to fill it in, in your own time, feel free. It can be collected at the September club night before the draw takes place. Completed surveys can be placed in the box on the Notice Table.

Please tick to what extent you agree or disagree with the following statements and feel free to add any comments.

Club Programme

I'm happy with the variety of the annual programme

Strongly disagree Disagree Neutral Agree Strongly Agree

What would you like to see more of / less of:

I'm happy with the variety and quality of demonstrators we have

Strongly disagree Disagree Neutral Agree Strongly Agree

If we included straightforward talks in our programme, what topics would you like to see covered?

I find the Club Notice Table useful

Strongly disagree Disagree Neutral Agree Strongly Agree

What else would you like to see on there?

I find the Sales Table a useful resource

Strongly disagree Disagree Neutral Agree Strongly Agree

What else would you like to see on there?

I like entering the Club competitions

Strongly disagree Disagree N/A Agree Strongly Agree

What would encourage you to enter more regularly?



Member survey example Page 2

How could the competitions be improved?

I'm aware of the annual awards and trophies given to winners and runners-up

- Strongly disagree Disagree Neutral Agree Strongly Agree

I enjoy the Summer garden visits

- Strongly disagree Disagree Neutral Agree Strongly Agree

I would like us to visit the following garden(s)

I enjoy the Open Evening in April

- Strongly disagree Disagree Neutral Agree Strongly Agree

How could these evenings be improved?

I like to attend the Annual General Meeting (AGM) and enjoy the format

- Strongly disagree Disagree Neutral Agree Strongly Agree

What time of day would you prefer AGMs to be held?

I enjoy the Club Outings

- Strongly disagree Disagree Neutral Agree Strongly Agree

How could they be improved or where else would you like to visit?

I enjoy the Hands-on Sessions/Workshops and would like to see more of them

- Strongly disagree Disagree Neutral Agree Strongly Agree

What would you like to see them cover?

- Basic flower arranging techniques
- Advanced techniques
- Guidance on competition work
- Imposed workshops - where attendees are given flowers/materials to produce something (a bit like the technical challenge on Bake-Off)
- Special occasion workshops such as Christmas, Easter, Mother's Day
- Something else? Please state what overleaf...



Member survey example Page 3

Communication

I enjoy the monthly Newsletter and usually read it

- Strongly disagree Disagree Neutral Agree Strongly Agree

I usually read it online on my phone/tablet

- Strongly disagree Disagree Neutral Agree Strongly Agree

I would like to see more articles on flower arranging topics

- Strongly disagree Disagree Neutral Agree Strongly Agree

How could the Newsletter be improved?

I follow the Club's Facebook page and often read it

- Strongly disagree Disagree N/A Agree Strongly Agree

What else would you like to see posted on there or how could it be improved?

I would engage with the Club page more if there was also a group discussion element

- Strongly disagree Disagree N/A Agree Strongly Agree

I found the New Member pack very useful

- Strongly disagree Disagree N/A Agree Strongly Agree

How could it be improved?

I feel the Club publicises itself and its Members well

- Strongly disagree Disagree Neutral Agree Strongly Agree

What else could be done to publicise the Club and what we do?

Membership

I'm happy with my membership and likely to renew it next year

- Strongly disagree Disagree Neutral Agree Strongly Agree

I'd happily recommend the Club to friends or family interested in flowers or flower arranging

- Strongly disagree Disagree Neutral Agree Strongly Agree

What's your favourite benefit of being a Member?

Is there anything about the Club that could be improved or anything you feel that needs immediate attention?



Member survey example Page 4

DEREHAM & DISTRICT FLOWER CLUB - MEMBER SURVEY

Is there anything about the Club that could be improved or anything you feel that needs immediate attention?

NAFAS (National Association of Flower Arrangement Societies)

I'm aware of NAFAS, our national body and what it does

- Strongly disagree Disagree Neutral Agree Strongly Agree

It's important to me to understand a little of what goes on in the East of England Area and the Norwich Group of Flower Clubs

- Strongly disagree Disagree Neutral Agree Strongly Agree

I subscribe to the Flower Arranger magazine and enjoy it

- Strongly disagree Disagree Neutral Agree Strongly Agree

I'm aware of NAFAS merchandise such as flower arranging hand-books and calendars/cards

- Strongly disagree Disagree Neutral Agree Strongly Agree

Club Organisation

I'm aware of the Club's Constitution and what the Committee does

- Strongly disagree Disagree Neutral Agree Strongly Agree

I'm aware of who the Club's Committee members are and the role each member plays

- Strongly disagree Disagree Neutral Agree Strongly Agree

I would be interested in maybe joining the Committee in future

- Strongly disagree Disagree Neutral Agree Strongly Agree

Further Comments

If there's anything else you like to make the Committee aware of, please feel free to add your comments here...

Thank you for taking the time to complete the survey, it will help us make improvements to the Club in future. Don't forget to fill in your name below...

Yes please, I'd like to be entered into the Prize Draw for a flower and garden hamper to be drawn at the September club night.

Name _____



Newsletter examples

© Costessey Flower Club

Newsletter



October 2024

Costessey Flower Club

Committee Contact points for you:

President:
Doris Waymark
01953 668877

Chairman:
Jane Hamshaw
07747 123444

Treasurer:
Kale Hopewell
01603 867963

For all others see your 2024 Programme

Your help

If you are willing to help with providing flowers for one of the two vases we have on display at the meeting giving the vote of thanks, or arriving early to act as hostess to the demonstrator, please speak to one of the Committee. Your help would be appreciated.

We are currently trying to drive up our membership in order to keep our wonderful club going for many years to come. We have leaflets available to promote the club and your help in distributing them, or sharing them with friends, would be very welcomed.



www.costesseyflowerclub.org

Countdown to Christmas

Well here we are in October already. It's time to plant those winter pansies and the like so that we have some colour in our gardens over the winter, and plan ahead for next spring by adding bulbs too.

As I'm sure you will have noticed, although we haven't yet had Halloween the shops are getting their Christmas stock out. Of course for us as a Club now is the time when the Committee go into full-speed planning for our Christmas Open Meeting which is on Thursday 5th December this year. Our demonstrator is Jacque Arnold with her theme of "Strictly Christmas". Included in the ticket price of £22 for members and £25 for visitors are some refreshments of savoury and sweet treats and hot and cold drinks. We will have several stalls available to browse before and after the demonstration, including hand made crafts, jewellery, and our regular guest with his lovely metal creations. The success of the event depends very much on you as members and sale of tickets, so please do purchase your ticket at the November meeting and invite all your friends and family to come along too. I can guarantee it will get us in the Christmas spirit and inspire you with your Christmas floral decorations.

On Thursday 3rd October we had a lovely colourful demonstration by Lee Berrill with his title 'Autumn Tapestry'. As usual a number of members were thrilled to take the arrangements home and enjoy them for days afterwards. There are a few photos on page 2. A big thank you goes to Ann Minter for the home-made cakes we enjoyed with our hot drinks.

Our next demonstration is on Thursday 7th November when Doreen Robinson entertains us with her interpretation of 'Embracing Colour'. Following that is our Christmas workshop which is planned for Saturday 23rd November and is proving very popular. We do have one of two places remaining so if you wish to participate please let me know as soon as possible. Rachel Borenkova will be leading us in creating a Christmas Wreath and a table decoration in a container of your choice.

Thank you all for your continued support and I look forward to seeing you soon.

Jane

Forthcoming dates for your diary:

October 18th, 19th and 20th - Maidenhead Flower Festival - The Methodist Church, Maidenhead (P28 7E) - Free entry

November 7th - Our demonstration by Doreen Robinson - 'Embracing Colour'
November 26th - Cingford and Hatherstall Flower Club Open Meeting - Guest Tickets £20 from Lynn Rawlings on 01603 457888

December 5th - Our Open Meeting - Demonstration by Jacque Arnold - 'Strictly Christmas'

December 6th - A demonstration by Jacque Adout and Menda of Swanton Moyley Village Hall NR20 4NP - Tickets £15 from Jacque on 01242 638320

December 11th - Aylsham and District Flower Club Open Meeting at Aylsham Town Hall NR11 4EL - Tickets £20 for visitors from Hazel on 01243 733167

Newsletter



October 2024

Costessey Flower Club

FLOWER ARRANGER



The Flower Arranger is the UK's leading quarterly floral magazine. It is full of inspirational designs, essential tips and techniques from top floral artists, seasonal ideas and step-by-step projects.

To order your own quarterly copies for 2025 please speak to Cynthia.

New Committee Members

We are anticipating a couple of changes to our dedicated Committee members for 2025. We would therefore love to hear from anyone who would be willing to join our enthusiastic team and help us keep our wonderful club going into next year and beyond. Please contact any of the Committee if you are interested.



www.costesseyflowerclub.org

Lee's demonstration 3rd October

Here are a few images of the lovely arrangements created by Lee Berrill.



Qualification available

The East of England Area of NAFAS are pleased to announce a qualification which is being made available. It is a "Foundation of Floral Artistry" course which starts in 2024 and runs for 22 sessions over two years and costs £400. If you would like more details or are interested in completing the course please contact: Jenni Baker, Area Demonstrator and Area Teacher flowerbyjenni@gmail.com

Norwich Flower Club September 2024 Flower Club Newsletter

Welcome to our September Meeting. Cynthia Sykes is our demonstrator this afternoon revealing what she has found "Behind the Head Screen". Cynthia is a local girl, being born in many of us, being demonstrated her lovely floral designs with a great sense of humour over many years. She is a member of Aylsham Flower Club, being at our committee as Chairman and programme secretary of the present time and also runs her very popular workshops.

Raffles (have you bought your tickets) for a chance to win the beautiful designs or if you feel you are not able to take an arrangement home on the bus, then there is the alternative one for a raffle.

President's Fund in aid of LILAC
We had being entertained by Zoya singer before a beautiful afternoon tea. LILAC was Zoya's chosen charity and at the start of the afternoon Gay Youngman, co-founder of the charity, told us of their work, with their most recent venture being to support the Big C Family support programme in collaboration with the Jersey Lied Dept at NRS&C. To date we have raised £309 from our raffles and naffle and in addition to this £25 was raised in the LILAC collection to aid Zoya generously donated her fee for entertaining.

Sail away - It was with great sadness that we learnt that Richard Hughes passed away recently after several years of ill health. Richard would often stop to chat with our members and he will be greatly missed. We send our sincere condolences to both his immediate family and his extended one of the Assembly House who look after us so well.

Dates for your diary

Thursday 31st October - Halloween Coffee morning with our Flower Demonstration by Brenda Tubb, in aid of our President's charity. Being held in the Cherry Hall (next door). Cost £10. No tickets are being issued but please try to attend as if you would like to attend we have raffles for catering.

Friday 2nd November - Christmas Remod workshop with Roger Woodhugh. Places are limited to you will need to book early with Jennifer Walters. Being held at The Willow Centre, Cingford, NR4 7ZZ. Workshop requirements will be given when payment of £38 is made.

Tuesday 10th November - Christmas Lunch in the Music Room of the Assembly House. If you did not receive your letter it means last month please collect it this afternoon. Extra booking forms are available if you would like to bring a friend.

Club website / Web www.norwichflowerclub.org.uk Please look at our website and Facebook for details of our club and others within the Norwich Group. See the latest and photos of Zoya starting her career at a Raffle 6th!

www.norwichflowerclub.org.uk is the Area website where details of forthcoming events can be seen, including floral educational classes.

Website Newsletters - These are free on our website, Facebook and Instagram so that you have a chance to see them if you are unable to attend a meeting.

Open meetings at other clubs - see website below for details
Norwich Group 65th Anniversary celebrations 23rd September - Swanton Moyley Village Hall - all day event with talk, demos and competitions.

Fakenham and District Flower Club - Tuesday 24th September - Annual Welfare.

Cringford and Hatherstall Flower Club - open meeting - Monday 25th September at 7.30pm - Social Open.



NAFAS - Bringing People and Flowers Together.

www.norwichflowerclub.co.uk

E of E Area

www.nafas-east.com

Many Merry Birthdays to members with a birthday in September and also to those in August when we did not have our usual meeting.



Area Council Meeting

Zubine Centre, Mildenhall, Suffolk SP28 7HG.

Wednesday 16th October 2024

Area Open 2024

Wednesday 23rd - Sunday 27th October - Mildenhall.

Norwich Group of Flower Clubs

AGM - Friday 25th October 2024 -

Thorp's Warrent Village Hall, NR8 8JG

N & N Horticultural Society

Please refer to their website for all

information about talks, visits, etc

nfsa.org.uk

As an affiliated club our members are

welcome to join them.

23rd October 2024

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Newsletter examples

Dereham & District Flower Club Members Newsletter



Next Club night



- Doors open 6.45pm, evening begins at 7.30pm.
- Our demonstrator and competition judge will be **Roger Woolnough** with his theme of **'September Splendour'**.
- Competition title for all classes is **'Sunset Glow'**. As usual, please ensure entries are placed on the table **before 7.15pm** to allow time for judging.
- Draw for the flower arrangers and garden hamper below.



September 2024

Hello, September already... it always feels like a month of new beginnings and fresh starts... which is probably a left-over from being the start of a new school year... I love Autumn but it's always a shame to see the back of Summer and the hanging baskets are starting to look a little sad.

Well, what can I say about the Bank Holiday flower festival in St Nicholas church? It was a great success, we had lots of visitors and raised over £3,500 for the Church's building project. It also gave some of our members, the Church flower arrangers and three local florists an opportunity to share their creativity and showcase their beautiful displays. I was proud of all our arrangers and their exhibits, especially those completing a large display for the first time... and they absolutely smashed it.

Thank you to everybody who has already completed the member questionnaire issued last month. It's important to let us know what you'd like to see and do within our annual programme so we can tailor it accordingly. Please drop your form into the basket on the Notice Table as soon as you come into the hall at the September club night so you can be entered into the prize draw. There will be spare forms available if you weren't able to pick one up last month. The draw for the hamper will take place during the evening.

The Beth Chatto outing on 28th September is fast approaching and I know lots of you are really looking forward to it. A reminder of the details are on page 3. Many thanks to Corinne, our President, for arranging the visit.

Jan, our Publications Officer, is taking orders for the NAFAS Flower Arranger 2025 calendars and greeting cards to save everybody paying postage for individual calendars. Don't forget Jan's also taking orders for next year's Flower Arranger magazine and she would like all the orders to be in at the September club night to allow her to process the order and provide money to Carole, our Treasurer, (more details on page 3).

Helen x

Visit to Beth Chatto's gardens and Place for Plants - 28th September

A reminder of the details...

Coach will leave Dereham at **09.00am** from the **Cherry Tree car park** and we'll go to Beth Chatto's gardens first before going onto Place for Plants in the afternoon. We will then be heading home at **4.00pm**.

Refreshments are available in both places but please note that Beth Chatto's is a card-only venue.

Your payment covers the cost of the coach and entry to Beth Chatto's gardens. If you want to visit the gardens at the Place for Plants, there's an additional charge of £8 (or free for RHS members).



The Flower Arranger Magazine

Never taken it or not had it for a few years... then why not give it another try.

The magazine improves year-on-year and has lots of designs and ideas for all levels of experience. Instructions are easy to follow if you want to produce something similar. You also get to see pictures of arrangements done for the big events around the country as well as from some of the well known floral art experts.

The cost of the four magazines for 2025 will be **£16.50**, which means each magazine is not much more than a large cup of coffee in most of the big coffee shops.

I've overheard members say they have too many or don't have any space for more - in which case... why not donate them to the Club so other members can enjoy them. We also like to include an old edition of the magazine in our New Members packs, so they won't go to waste.

Orders for 2025 are being taken by **Jan, our Publications Officer** so why not consider taking out a subscription.



What's on...



Upcoming club nights...

- 24th October** - Toftwood village hall for our October Club night. The fabulous Lee Berrill will be demonstrating with his theme of 'Remember When'. If you've not seen him before, you're in for a treat. The competition title for all classes will be **'A pumpkin of delights'**. No foam.
- 28th November** - Toftwood village hall for our November Club night, a fun seasonal evening for members. This will be a hands-on evening with a theme of **'Surprise Surprise'**. You don't need to bring anything other than yourselves and a pair of flower arranging scissors or secateurs. Everybody will have something to take home. The exciting competition title for all classes will be **'All that Flickers using a cake stand'**. Seasonal refreshments and tombola.

Other dates for your diary...

- 23rd September - 10.30am** - Norwich Group of Flower Clubs celebrates its **65th Anniversary** in style at an event in Swanton Morley village hall. Demonstrator Shelley Newton (Florist), speaker, raffle, tombola and light refreshments. Tickets £25 for all day, £12.50 for the afternoon demonstration only. Contact Jacque on email for tickets at norwichgroupchairman@btinternet.com.
- 24th September - 6.45 for 7.30pm** - Fakenham Flower Club Open Meeting - Arnaud Métairie is demonstrating for the evening with his theme 'Serendipity'. Guests are £20. Please text or email Christine Hardman on 07825 150546 or Christine.hardman@gmail.com if you'd like tickets.
- 27th/28th September** - Setting up for the Harvest Festival in St Nicholas Church in Dereham.
- 28th September - 9.00am** - Club visit to Beth Chatto's garden, in Colchester, Essex plus **The Place for Plants** in East Bergholt in Suffolk in the afternoon.
- 6th December - 11.00am** - Christmas Charity Demo 'Blinging it up' with Jacque Aldous and friends at Swanton Morley village hall in aid of EACH and Keeping Abreast. Doors open at 10.45, there will be a finger buffet, tombola, craft stall and raffle. Contact Jacque for tickets (£15) on 01362 638320 or via email at jaldous302@btinternet.com.
- 23rd January 2025 11.30am onwards** - Club AGM and Lunch at Wensum Valley Hotel in Taverham. We have a great speaker lined up for you - a lady called Amanda Sutherland, a very entertaining accessories designer who as well as a talk about her life and the famous people she's worked with, will bring along her Gift Shop stall with lots of fabulous products for some retail therapy.



Competition Corner - Title 'Contrast & Contemporary' No foam

Open Class



Jane Gladwin - 10 pts



Leanda Hudson - 9 pts



Jean Burge - 8 pts



Sandra Carman - 7 pts

Novice Class



Yvonne Owers - 9 pts



Linda Turner - 8 pts



Janet Leeson - 7 pts

Have you heard of the 3 5 8 rule in flower arranging...

This refers to the concept of using **three types of flowers, five stems of greenery, and eight stems of filler flowers** in a floral arrangement. This rule provides a balanced structure to the arrangement by ensuring a harmonious combination of different floral elements.