

## New look. New benefits!



**Welcome to the latest newsletter from the Flowers & Plants Association! What a busy start to the year it's been. Not only have some of you reported your biggest peak trading days yet, we've been run off our feet here with press and media enquiries, showing we're the leading voice in the industry in the journalists' minds.**

**Andrea Caldecourt**, Chief Executive, has appeared on television three times already this year, while **Sarah Holland**, Communications Manager has been taking all the media calls. We had a 40% increase in press and media enquiries from last year, so recession or not, there is still much interest in this industry.



You'll notice an improved newsletter, featuring a clearer layout and our fabulous new logo. As well as working on our makeover, we've been busy making the membership even better for you.

Now you'll get a more user-friendly service, which is fairer, clearer and more informative than ever before. Members - you will receive all the current benefits your current membership gives you until the membership is due for renewal.

At that point, you can decide whether you're a bud, bloom, bunch or bouquet - as tailor made for you as your bouquets are for your customers.

And don't forget the new website, also tailored to your needs, under construction now and due to launch soon. You'll find more interactive features, as well as inside industry information, chances to showcase your work in our gallery and much, much more.

## Members:

If you need more information on the new membership structure, please contact Andrea:  
[andrea@flowers.org.uk](mailto:andrea@flowers.org.uk)

## Achievements in 2007

**Here's a run-down of what we did with your money last year:**

### NEW MEMBERS

We welcomed 38 new members to our association.

### PRESS OFFICE

We answered almost 650 public queries and over 430 media enquiries, with a 15% rise in media interest from 2006.

### EXHIBITIONS

As well as our regular exhibitions of Spring Florist Event, Hampton Court Flower Show and Society of Floristry, we showcased flowers and plants at two new exhibitions last year, **London Fashion Weekend** and **Grand Designs**, and drew so much attention, that many more are interested in us having a stand at their shows in 2008. Thank you to all our florist members who demoed at our stands - remember if you want to demo for us at a major show choose "bunch" membership.

### WEBCHATS



We filmed four webchats (programmes made for viewing on the internet) showing

seasonal flower and plant fashion trends; and recorded four days of radio interviews, all of which were broadcast nationally reaching a whopping total of 89 million people.

### ADVERTISING



The 2007 **So Simple... So Try It** campaign outperformed all expectations in its first full year.

# Events, events, events!

## Spring Florist Event, 20-21 January, ICC, Birmingham

Our stand at SFE enjoyed the first public showing of our new logo, and was decorated in the spring 'Colourful Grey' fashion trend featuring gerberas, hyacinths and bromeliads.



The F&PA's smart new stand



The winning design by Reaseheath

**Andrea Caldecourt** and **Sarah Holland** caught up with new ideas and designs in the industry as well as recruiting more members to the Association. Andrea also gave two very well-received seminars on Marketing Your Florist Business.

Member colleges who interpreted our Student Design competition for this

year, "innovative use of bromeliads in design", submitted some wonderful designs, including a huge hat and wooden globe. Congratulations to **Reaseheath College**, who were awarded first prize by Society of Floristry guest judge **Joan Pemberton**. They scooped £250 donated by New Covent Garden Market, with their smart silver and black corporate design in foam.

### Members:

The seminar presentation will soon be available as a download from our newlook website (currently under construction).

## London Fashion Weekend, 20-24 February, Natural History Museum, London

The Association and their designer member florists once again created stunning floral costumes, as well as bespoke pieces of flower jewellery for visitors to take away.

Some visitors even had a go at making jewellery themselves, proving how simple it is to make interesting items even if you are totally new to flowers.



F&PA members **Bloomsbury Flowers**, **Wild at Heart** and **Jane Packer** created fashionable, wearable items

displayed on mannequins, showing other ways you can work with flowers than simply placing them in a vase. Visitors enjoyed posing next to a chrysanthemum bikini, a chrysanthemum beach bag and even a chrysanthemum dog! The jewellery was made by



Top: F&PA's Annie Fong makes chrysanthemum rings  
Below: The finished result!



A chrysanthemum dog by Wild at Heart

member florist **Chris Jones**, designers from **Wild at Heart**, tutors from **Writtle College** and **F&PA** staff. Chris also made fantastic flower-filled satin bags bursting with chrysanthemums, dotted around the eateries and bars at the show. Over 500 visitors created flower jewellery at the Flower Fashionista Lab, and donated a generous £700 to **Breast Cancer Care** and **Little Princesses** charities.



Chris Jones's funky bags

## Grower of the Year Awards, 28 February, Royal Lancaster Hotel, London



Chief Executive **Andrea Caldecourt** assisted in judging the awards and attended the event where ex-Chief Executive **Veronica Richardson** was presented with the Lifetime Achievement award, much to her surprise! I'm sure you'll join us in our congratulations to Veronica with a warm thanks for all her hard work over the past 25 years.

## Marketing Your Flower Shop, 09 April, New Covent Garden Market,

F&PA Chief Executive **Andrea Caldecourt** gave a presentation, '20 tips to drive sales', joining other industry spokespeople from **Florist & Wholesale Buyer** and **Flower Council of Holland**.

### Members:

If you'd like Andrea to give a presentation at an event you're holding, drop her a line on [andrea@flowers.org.uk](mailto:andrea@flowers.org.uk)

# Events, events, events!



## Woman & Home Magazine Charity Fashion Show & Dinner, 27 March, Intercontinental Hotel, Park Lane, London

**F&PA staff wowed visitors and show organisers with their stunning decorations for a reception area that led to afternoon fashion shows and shopping malls; and for a dinner reception, using cute plants in bags as table centres.**



The funky catwalk show



A cute hydrangea table centre piece

The event raised money for women's cancer charity **The Eve Appeal**. We've worked with **Woman & Home Magazine** on similar charity functions previously. Shows like this are great for getting the 'buy flowers and plants' message out to those who have the time and money to buy on a regular basis - but who might need reminding!



## RHS Chelsea Flower Show, 21-25 May, London

**Andrea Caldecourt** was an expert speaker at the **Marshall's Forum**, a theatre of talks for 150 visitors.

Andrea spoke on 23rd May - on modern floristry styles with a talk entitled "No Triangles Please!" (You know what we mean...).



## Best of British Flowers, 14 May, New Covent Garden Flower Market

**F&PA members Moyses Stevens, the Bloomsbury Boys and Pollen Nation wowed the audience with British grown flower displays, donated from growers country-wide.**



BBC's **Sarah Raven** hosted the event and gave top tips on the care and conditioning of British flowers throughout the demonstrations. F&PA staff **Andrea Caldecourt** and **Sarah Holland** were delighted to catch up with members who attended, and handed out factsheets listing F&PA members who supply, grow or retail British flowers.



## Future Events



## BBC Gardener's World Live, 11-15 June, NEC, Birmingham

**We're teaming up with the British Florist Association, hosting So Simple... So Try It! demonstrations at the event.**

We'll show the audience easy, fun, quick ways with flowers. The show attracts those with an interest in flowers and plants, as well as those new to gardening.

Most visitors would like to know more about flower arranging, so it is a perfect platform for us to encourage them to buy more indoor product.



## Members:

Do you supply or sell UK grown product? Now's the time to shout about it. Contact **Sarah** in the **F&PA press office**. A whopping 25% of all F&PA enquiries - that's the most popular topic - are people wanting to know where they can buy these products. We pass them to our members. Help us help you and keep us informed of any products you sell.

# Future Events



## Hampton Court Flower Show, 8-13 July 2008

**Plans are underway for our marquee at this year's show.**

The marquee theme 'The International Language of Flowers' will fit in nicely with our Summer trend, 'Talking Flowers', emphasising the personality of flowers, and how we use them for emotional reasons and to convey

messages. We've selected member demonstrators who have a more 'international' flavour - those who are a little bit exotic and want to show their design skills from other parts of the world!

## New Members



### My Wedding Flower Ideas

Online magazine dedicated to wedding flowers. Includes planning advice plus the latest trends, design ideas and inspiration from the UK's top florists.

**Contact: Cath Jones**

**cath.jones@myweddingflowerideas.co.uk**

**www.myweddingflowerideas.co.uk**

### The Peppertree

Florist in East Yorkshire established in 1988 offers exclusive and innovative designs for any event, ongoing corporate client base, personalised wedding styles and creations, great attention to detail and customer care.

**Contact: Liz Johnson on**

**01482 631 071**

**info@peppertreeflorist.co.uk**

**www.peppertreeflorist.co.uk**

### The Floristry Training Studio

Lincolnshire-based floristry training studio established in 2000, offers courses in private one-2-one floristry training, specialising in all types of National and International design trends whilst keeping the fun with flowers feel.

**Contact: Heather Congreve on**

**01406 330 427 / 07850 948 298**

**heathercongreve@btinternet.com**

**www.floristrytraining.co.uk**

### Designs by Taran

Florist in Surrey, offering a range of traditional and contemporary fresh flowers, decorative gifts and locally hand-made craftwork, for direct delivery. Deliver high quality produce from environmentally sustainable sources wherever possible, and always offer friendly, efficient customer care.

**Contact: Taran Vernon on**

**0845 468 2572**

**info@designsbytaran.co.uk**

**www.designsbytaran.co.uk**

### Flowers by Post

Long-established retail florist business, sending flowers by post from Jersey to the United Kingdom for more than 35 years. Fresh flowers are sourced from many different regions to ensure the finest quality at the most affordable prices.

**Contact: Norman Ridley on**

**0800 735 1065**

**admin@flowersbypost.com**

**www.flowersbypost.com**

### Fleurtations Florist

A family-run business established in Shropshire for over 10 years, stocking local or British grown flowers where possible. Specialists in wedding, funeral, corporate, contract and design work, as



Last year's event was enjoyed by demonstrators and audience alike!

## Members:

If you want to showcase your product at an event, just let us know. We can incorporate it into our stand and offer them to our designers to use. We already have promises of orchids, foliages and bouquets; we're looking for some great roses and tropicals too!

If you are interested in demonstrating at events in 2008, please contact **Sarah** at the **Press Office** - **sarah@flowers.org.uk**

well as bouquets and gift items. Deliver locally or nationally through Teleflorist network.

**Contact:**

**John and Anna Whitehorne on**

**01743 233049**

**enquiries@fleurtationsof**

**shrewsbury.co.uk**

**www.fleurtationsofshrewsbury.co.uk**