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Friendship  
Flowers and Fun



## CHAIRMAN'S SUMMER MESSAGE

Hello Dear Members

Hope you are all keeping well and enjoying the warm July weather. I have been away on holiday with family to Lanzarote and it was lovely, but now I'm happy to be home and I was looking forward to the Afternoon Tea on the 19th July and what an afternoon that was! As well as the chocolate making we were entertained with singing and lots of humour. See you at the August demonstration

Diane

# Joyce's Musings

## A SAVIOUR OR A VILLAIN?



The buzz word at the moment appears to be “sustainability“. It’s everywhere: Human, Social, Economic and Environmental. What does it mean to us in the floral world?

We have all seen through demonstrations and competitive shows that a large element is now developed without single use plastics and of course without the villain of the hour, floral foam. When Vernon Lewis Smithers (Smithers Oasis) created it in 1954 it was a milestone for floristry. It is absorbent and when soaked increases its weight by a factor of forty. It keeps flowers hydrated for days, holds flowers tightly in place and is easy to use. Suddenly the days of chicken wire scrunching were over and designs grew more elaborate and more controllable. Move the clock on, or are we moving the clock back?

Chicken wire has resurfaced along with sand, gravel and other water holding materials. Now the thousand dollar question: is this better? Better for sure in reducing the use of plastic but as we all saw last month the floral foam alternatives are difficult to use, less controllable and very expensive. Don’t get me wrong. I along with millions of others applaud anything we can do to reduce the harm that plastic does to the planet but a credible alternative to floral foam is still in the pipeline. I don’t think chicken wire is the answer. The only version that does not cut your hands to ribbons is plastic coated and yes, it can be used several times but inevitably it will end up in someone’s bin and go to landfill. Thankfully the industry is still working on sustainable alternatives and we are reducing the use of plastic based foam in designs but I can’t see the light yet!



Sunflowers make up the genus *Helianthus* which contains almost 70 different species. The meaning of sunflower is rooted in its genus *Helianthus*: *helios* meaning sun and *anthos* meaning flower. Loved by children and adults alike and now synonymous with the Ukraine. Ornamental in our gardens and floral displays, it has the ability to make you smile simply by looking at it. It is commonly grown as a crop for its edible oily seeds. Apart from cooking oil production, it is also used as livestock forage, as bird food and in some industrial applications. Annual and perennial versions include giant, dwarf and double petals (teddy bear). The annual sunflower, however, often possesses only a single large inflorescence (flower head) atop an unbranched stem, whilst the perennial forms clumps and branches out to much smaller headed flowers.

#### Design ideas

- Grow them as a joyful addition to the late summer garden. They look great in the back of the border or along a fence or wall.
- Add them to your cutting garden and use them in arrangements.
- Use them to attract birds, bees and butterflies. They are great for pollinators while in bloom, and their seed heads can be dried and set out for the birds during winter.
- Plant them as a companion plant in vegetable gardens attracting pollinators to crops.
- Grow sunflowers to inspire, delight and educate children. Kids are amazed at how quickly they grow and how enormous the giant types become.



## TREASURER'S REPORT

### It's NOT all about the Money....But!

As part of our role, your admin team manage and oversee the Club's finances. We focus on balancing the need to create a wide and varied programme of activities for us all to enjoy with ever increasing costs everywhere we turn at the moment!

We pride ourselves at Huddersfield Club in delivering a large percentage of professional demonstrations in our programme, more than most clubs in the North East. As an example of cost increases, demonstrator costs, which include the cost of flowers and travel, have increased from c£250 per month last year to c£350 per month.

In order to balance our books this year, we have added a larger number of extra activities to the programme eg. Harrogate Flower Show trip, Wreath Making Workshop, Craft Fair, alongside our usual fund raising efforts with the raffle and teas etc. We are really appreciative of the support you have given to these events, which has raised over £1,200. The summary table below gives you a breakdown of our income and expenditure so you can see, at a glance, how the monies have been spent.

Our annual AGM will take place on 20 September 2023, ahead of the usual club meeting, where a more detailed explanation of the clubs finances and plans will be discussed. We really hope as many of you as possible can join us!

Thank you again for your support!

Income sources for the Year 22/23	Total	Expenditure for the Year 22/23	Total
Members Fees	£ 2,665.00	Demonstrator Fees & Travel	£ 1,660.00
Raffle	£ 870.00	Demonstrator cost of flowers	£ 1,170.00
Visitors	£   8.00	Room Hire	£ 1,060.00
Fund raising efforts for the club e.g. teas, sales table, Wreath making, Harrogate trip etc	£ 1,233.00	Running costs e.g. Insurance, audit fees, website domain, postage, stationery	£ 460.00
		NAFAS fee (Paid to NAFAS to maintain the clubs affiliation. Amount paid is calculated on membership numbers)	£ 420.00
<b>TOTAL</b>	£ 4,776.00	<b>TOTAL</b>	£ 4,770.00

# CHOCOLATE AFTERNOON TEA

Members and guests enjoyed an afternoon tea with a chocolate demonstration and with a little treat.



## CLUB NEWS

Many of us visited the Flower Festival at St Stephen's Church, Lindley. The total amount raised towards the church roof restoration was £4,800. It was a resounding success, both visually and financially.



## DATES FOR YOUR DIARY

- |                      |  |
|----------------------|--|
| 16 August 2023       | Club Demonstration: Karen Longbottom, Summer Sensation                     |
| 7 - 9 September 2023 | International Floristry Competition, Manchester Central Convention Complex |
| 20 September 2023    | Club Annual General Meeting  |