

DISLEY & DISTRICT FLOWER CLUB

Newsletter February 2024

Welcome to the 2024 AGM, supper and talk.

In March Chris Lee will be happy to take your 2024 membership subs

March

- 13th** Club Night. Demonstrator Cynthia Preston Jones "*Dedicated follower of fashion*"
- 20th** Club Workshop 7pm at Windlehurst Methodist Church

April

- 10th** Club Night. Demonstrator Vanessa Wellock "*Bringing colour to grey*"
- 25th** Club Outing to Harrogate Spring Show

May

- 8th** Club Night. Demonstrator Debbie Davies "*Floral Fashions*"
- 13th** Open Workshop 7pm at High Lane Village Hall.

June

- 12th** Club Night. Demonstrator Joanna Davis "*Women that changed the world*"
- 26th** Club Canal Boat Lunch.

July

- 10th** Club Night. Demonstrator Sionedd Hughes "*A form of nature*"

August

- 7th** Club Workshop ahead of the Disley & Lymm Horticultural Show at Windlehurst Methodist Church.

September

- 11th** Club Night. Demonstrator Wendy Graveston "*Floral magic*"
Open Workshop 7pm at High Lane Village Hall.

October

- 9th** Club Night. Demonstrator Susan Fairhurst "*Creativity*"

November

- 13th** Club Night. Demonstrator Linda Hardman "*Don't get your tinsel in a tangle*"
Open Workshop 7pm at High Lane Village Hall.

Disley & District Flower Club Marketing report 2023/4

In March 2023 we established the need for a concerted new membership drive. The Club's membership numbers have been on the decline, while the volume of new members is simply not replacing the shortfall on a like for like basis. It is clear to see the rapid rise in interest in Christmas wreath workshops in Nov/Dec time over the past few years and it's that interest in flowers we're keen to harness.

We adopted two main strands of activity to improve the position:

Widen the network: The design of the posters has been embellished to include more colour & floral images. The placement of posters has been extended beyond High Lane and Disley, to now include Marple, Hazel Grove & Poynton, particularly as Poynton is no longer served by its own flower club. We now have a stronger network of members willing to display the posters every month.

Go digital: The Club now has its first **Facebook page** - with a small but growing number of members and contributors. This is where we showcase the floral designs from demonstrations, at Club workshops, at competitions like Harrogate or Cheshire Show and the floral work we do in our own home and church flowers. We aim to lead by example to inspire others.

In addition to our own Facebook page, we have created **online alerts** for each of our demonstrations. This way we share the details with the plethora of Community Facebook communities that exist locally like Disley, High Lane & Hazel Grove What's Happening with its 10k members. These alerts now go out monthly too.

This year's demonstration schedule is printed so if anyone would like a copy of the poster or an email version, to circulate to their networks to help swell our numbers, please find me later.

For the coming year as well as building on those primary activities, we have two other activities planned.

Cross referral with WI. We are in contact with three WI groups; Disley, Poynton, Great Moor. Each has expressed interest in us demonstrating at one of their meetings to introduce our Club to their members.

Open Workshops. We also plan to adjust the Club workshops schedule and extend them to guests with the hope that some of those visitors could become Club Members.