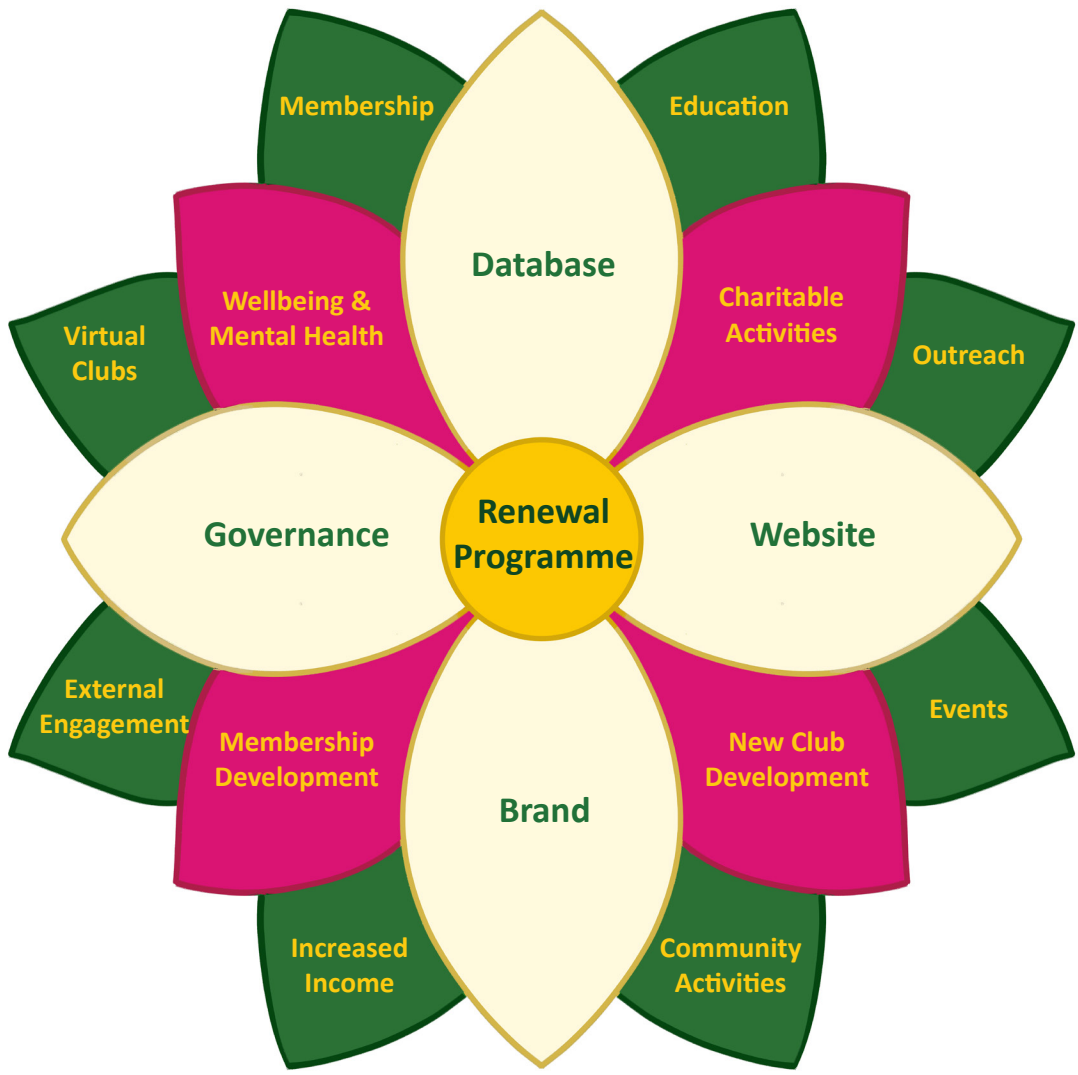


Through this four-part integrated Renewal Programme, we will position NAFAS to grow its presence and positive impact in society, including growth in membership.

Renewal that will enable us to be flexible and nimble in responding to the challenges and opportunities ahead, both now and in the future.



AGREED RENEWAL PROGRAMME

What it means for clubs, members and growth in membership.

There is such **huge untapped potential** for Flower Arranging



Richard Abraham
CEO- NAFAS

The Renewal Programme - What You Need To Know

26 MARCH 2026 · UNANIMOUSLY AGREED

On 26 March 2026, the NAFAS Board and the 20 Area Chairmen making up the National Advisory Council unanimously agreed a new three-year Renewal Programme. The Board allocated significant investments to make this possible.

The agreed Renewal Programme is designed to increase membership and ensure we reflect the needs and aspirations of our current and potential new members. It is comprised of four interdependent parts, informed by robust market research; namely:

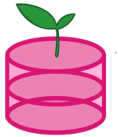
Governance

Working with Clubs and Areas, a renewal of governance at a National, Area and club level, ensuring structures are sustainable and better-support ongoing activities.



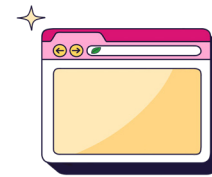
Database

Creation of a GDPR compliant national database, administered by NAFAS Head Office, enabling stronger communication between individual members, clubs, Areas and the national organisation.



Website

Creation of a new website to better represent us externally and provide password protected access to member benefits.



Brand and Logo

Development of a new brand that both respects the history of NAFAS and is outward facing, to raise public awareness and generate new membership.



What is going to happen? The Renewal Programme is not a quick fix. NAFAS and its clubs have seen a steady decline in membership since 2000, so this is a staged programme, delivered incrementally over the next three years, starting from May 2026.

Year 1 • 2026 - 27

Building the infrastructure – a new website with database integration, a new brand and logo, and a new database.

Year 2 • 2027 - 28

Testing, implementation and refinement of the core infrastructure developed in Year 1.

Year 3 • 2028 - 29

Full roll out and move to the new ways of working.

What does this mean for you and your club? We have listened closely to clubs and Areas and anticipate a number of helpful benefits of this shift. These include:



For Members

- £ **A streamlined national membership fee** – replacing multiple affiliation fees for those who belong to more than one club.
- 🎫 **Member discounts** for NAFAS events and from our partners.
- 📧 **Improved** communication with your club, Area and NAFAS nationally.
- 🔑 Access to **“member only”** benefits and resources within the new website.



For Clubs and Areas

- 📋 **Support with legal compliance** - access to up-to-date policies, procedures and event templates.
- 🗄️ **Better data management** through the national database.
- ✅ **Better deals** through bulk purchasing, such as public liability insurance.
- 👥 **Increased membership** through national marketing campaigns directing new interest to local clubs.
- 🌸 **Streamlined governance structures** and reduced administration, allowing more time for activities, friendship and flowers.