



# TAUNTON FLOWER SHOW

Friday 6th and Saturday 7th August 2010

[www.tauntonflowershow.co.uk](http://www.tauntonflowershow.co.uk)

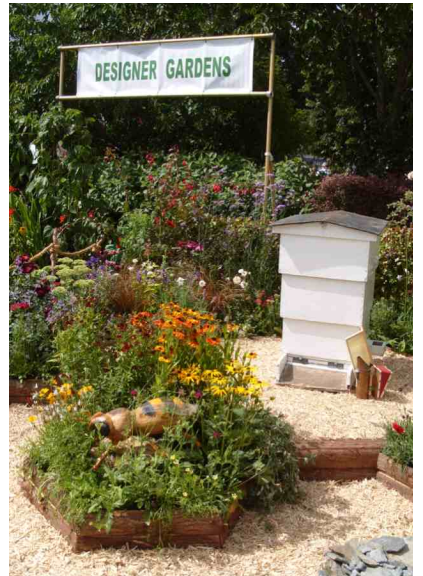
Members Newsletter November 2009

## Welcome to the Autumn Newsletter

The summer show is now long behind us, and as the evenings start drawing in and we begin to think about Christmas, those two days back in August seem a very long time ago indeed. But what a successful two days it was! Firstly the weather. After weeks of dull and wet days, the Thursday, Friday and Saturday were wall-to-wall unbroken sunshine - exactly what was ordered! This certainly seems to have helped to encourage visitors, and we had one of the best attendances for several years. Of course, the biggest draw was the magnificent Royal Engineers Band, and who could fail to be impressed by their stunning performance. As you will read elsewhere, the competitive classes had the best year for a long time and all seemed to enjoy the other arena events of the popular eagle and vulture show and Jason Smyth's quadbikes.

I should also mention the Designer Gardens, the supporting town centre window competition and the Ready, Steady, GARDEN! which was won by Rosemary and David Freemantle.

Work never stops for your show committee and plans for 2010 are now firmly in hand. We anticipate an even better show, and we look forward to seeing you all again in August!



## Gift membership



That time of year will soon be with us again....yes Christmas and the annual worry of what to buy those 'who have everything' is not far away.

What better gift than membership of Taunton Flower Show? We will send you an introductory pack beautifully presented in a hand made gift card for you to present to the recipient - or we can post direct. Please see the show website or contact the show secretary for further details.

## Competitive Classes

2009 saw us breaking many records in the competitive classes. We had more entries overall than in recent years, we had more cups to award and we had more entries in the young peoples classes than ever before.

Notwithstanding the fact that the tent leaked badly on the Tuesday before the show which meant we had to strip all of the tables and start covering them all again, the show in the competitive marquee was one of the most successful ever.

We have been gradually improving the staging of the classes over the last few years, and this year we had white 8' x 4' boards around two 'sides' of the tent for the photographic, craft and young peoples displays. These were screwed to what seemed like miles of battening that was cable-tied to the tent uprights and worked very well indeed. Our thanks go to all those who helped us erect and take down these displays.

We are already planning for next year and the competitive classes schedule is already on the starting blocks. To secure your copy when it is published in January 2010, either contact us via the competitive pages of the website or ring me on 01823 333617.

Ian Coleby



# Stewards Social Evening

Our Social Evening is a special event arranged each year so that our Chairman, Bob Homeshaw, can personally thank the many volunteers and committee members who have freely given their time and effort to help make the Taunton Flower Show one of the very best in the country. This year's venue was at the Taunton Garden Centre (formerly Wyevale) and we are particularly grateful to the Manager, Gary Blagden, for his generosity and hospitality. On arrival, guests were treated to Pimms or soft drinks and were able to browse and purchase items from his well-stocked garden centre at reduced rates. Despite the best efforts of over over 160 guests, it proved impossible to finish the wonderful selection of finger-buffet food prepared for us by the restaurant staff, or to stem the flow of a very decadent chocolate fountain.

We were also treated to an informative short talk from Alan Cavill, the Regional Adviser for the Allotment Association, who traced the development of the Allotment Association to its present extremely high level of popularity.

Bob drew the evening to a conclusion with his generous thanks to all who helped to make the Show such a success, and all agreed it was a most enjoyable evening.

Please remember, if you would like an invitation to this evening next year, all we ask is that you offer at least two hours of your time either before, during, or the day after the Show. Please contact the Chief Steward, Mike Welch, on 01984 624716 for more information on how you can help.

## Website

The show website has been overhauled and updated for 2010. Last year saw more than 10000 visits to the site where all the up to date info on the show can be found.

Last year we sold tickets on-line via our own website for the first time and we aim to repeat this for this year.

The website now holds galleries of pictures of past shows right back to 2005, which give a real flavour for the development of the show over the years. Please drop in when you can.

## Money Matters

Following a very wet July, we were blessed with good weather for this year's show. As a result, we saw an increase over the two days of over 16% in income from ticket sales. It is also good to see that the income received from membership has continued to grow each year. The overall increase in admission and membership income when added to other income received during the year has enabled us to exceed the budgeted income set at the start of the year.

However, a conscious decision was taken before the show to increase the expenditure on arena activities this year as compared to both last year and the original budget. So a significant element of the increased income was spent on the arena activities and in particular the military band. Overall, we spent £16k on arena activities as compared to £5k last year.

Other expenses are very much in line with our budget, with the biggest expense at £34k being tent and table hire.

At the financial year end, we are expecting an overall breakeven position, which we are pleased to say is as budgeted

## Designer Gardens

This year, we welcomed 6 garden designers to the Show, who produced gardens of an exceptionally high standard. This was reflected in the award of medals by judges Kath Crouch and Vic Verrier, including 3 gold medals. The Western Daily Press Cup for best in show was awarded to newcomers to TFS, David Stubbins and Fiona Johnson, whose flower-filled bee garden wowed crowds, judges and local bees alike!

After the success of this year's competition, we have already had 3 enquiries from new exhibitors and we look forward to an even more 'bee-autiful' display in 2010.

Jo Riley



## Child's Play

Following the hugely successful 'Pirate' theme this year and associated activities, much thought has gone into next year's theme which will be 'Native American Indians'.

The metamorphosis of the 'Pirate Ship' (formerly Noah's Ark) into a Tepee has been put out to tender but no bids have been forthcoming therefore a 20 foot diameter, genuine Indian tepee will be the centrepiece of the children's area. Accommodating more than a dozen youngsters, various craft skills will be available within, together with Indian chanting to the accompaniment of drums. No need to make a reservation it will be there for all to visit.

The Indian theme will also be reflected in a Fancy Dress Competition and treasure hunt. Many of the usual attractions will include Punch & Judy, Magician, Face Painting and, we hope, Donkey Rides. Handicrafts will include Crafts and Costume, Origami and Pottery, all reflecting the Indian theme. Child's Play, of course, but there will be plenty for the adults as well, so come along parents and grandparent, put a feather in your hair and join in the fun.



## Plans for 2010

Plans for next year are already well advanced, despite the clocks only just having gone back!

For 2010 we again would like a military band and we are considering the band of the Royal Signals from Blandford.

We are hoping that the riding for the disabled school can show off their skills and we are most happy to see the return of the popular terrier racing team which entertained us hugely five years ago.

A rearrangement of the showground will see an enlarged show gardens display and many other exciting events are planned. Please watch the website for more details as they are booked.

# Stewarding

Those of you who have volunteered your help at the Show should have received a questionnaire asking you to indicate your availability and job preferences for our next Show on 6 and 7 August 2010. Many thanks to all who have taken the time to complete and return their questionnaires.

The reason we have sent out the questionnaires is to provide us with information so that we can develop more effective and efficient stewarding arrangements. Our aim is to delegate more responsibility to the Senior Stewards in charge of specific areas of the Show. They will put together their own rosters in conjunction with their volunteers and hand out all the required material and information (job specs, refreshment vouchers, invitation to the Social Evening etc) to the members of their team.

We believe that this will build up competent teams of volunteers who are familiar with their jobs. Also, because each Senior Steward is responsible for a relatively small number of people in his or her team, roster arrangements should be more flexible and responsive to the needs of the volunteers.

The analysis of the questionnaires will enable us to allocate volunteers to a Senior Steward responsible for the job for which they have expressed a preference. So in 2010, volunteers will be contacted by a Senior Steward who will become their link person to the Show, rather than Mike Welch the Chief Steward.

We hope each volunteer will encourage friends and family to join their team so that Senior Stewards will have a good base from which to draw. If you have not helped at the Show before and would be interested in lending a hand next year, please contact Mike Welch, Chief Steward on 01984 624716 or email [mikesue.welch@virgin.net](mailto:mikesue.welch@virgin.net).

# Membership

**Payment of Subscriptions:** Membership Subscriptions are due on 1st January 2010 and prompt payment would be appreciated!

If you already pay by direct debit there is nothing more to do, as your subscription will be taken from your bank around 1st January 2010.

Alternatively, payment may be made on-line (through our website) or if you prefer, by cash or cheque (accompanied by a completed application form).

**IN ORDER TO KEEP COSTS TO A MINIMUM, NO FURTHER REMINDERS WILL BE SENT.**

**Benefits of Membership:**

- Free Show Programme and Membership cards mailed to your door in June
- Free entry to the Show on both days
- Free parking in the Members car park (very close to Vivary Park gates)
- Early admission from 10am on the first day
- Use of Members' Refreshment Marquee
- Members Supper after the Show ticket application included in June mailing

**Annual Subscriptions for 2010:**

Single Adult	£13.00	(£12 if paid by direct debit)
Husband & Wife / Partner / Joint	£19.00	(£18 if paid by direct debit)
Young Person (aged under 17)	£3.00	

A reminder to all our Members: Membership cards are not transferable. The cards must only be used by the Member who has a current subscription and must not be "loaned" to friends and family.



# Advertising and publicity

## WANTED - YOUR STORIES

If you are an exhibitor of the Show, a visitor or a long-standing member, we would be delighted if you share your news with us!

In the weeks leading up the Show we give radio and television interviews, create editorial pieces for publication in national and local newspapers, the website, in journals and write press releases.

Do you have a human-interest story to tell (eg. is this your 60th year visiting the Taunton Flower show, or are you our oldest or youngest competitor) or does your business manufacture a particular widget which would catch the interest of the public? Let us know and we can share your exciting news!

Please contact the show secretary in the first instance.

## ADVERTISING IN THE 2010 SHOW PROGRAMME

The competitive schedule and show programme are now in production and we are looking to sell the advertising. Rates range from £25 to £400. Please contact the show secretary in the first instance for advertising.

# Contacts

### Show Secretary and membership:

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### Marketing Director:

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### Stewarding:

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### Schedules and competition classes:

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