



Why use Nursery Fresh for your Flower Festival?

Nursery Fresh is the ONLY flower wholesaler in the UK to offer a unique order and supply service for Cathedral and Church Flower Festivals.

All orders are treated with the same level of care and attention – from the smallest of Churches to the largest of Cathedrals.

Those Cathedrals that used other methods of supply, prior to our involvement, maintain that Nursery Fresh have helped maximise their profits by saving the arrangers time, up to 36 hours, which allows earlier admission to the festival for paying visitors.

By appointing one supplier the Flower Festival organiser can rest assured that there will be uniformity of colour and variety throughout the floral displays which adds to the overall visitor experience.

Nursery Fresh liaises constantly with their suppliers in Holland and around the world to ensure that all flowers supplied are of optimum quality and at peak freshness at the time of the Flower Festival. If a particular variety is not available or not of sufficient quality, the organiser will be notified in advance and an alternative discussed.

Nursery Fresh can supply order forms applicable to the specific dates of your Flower Festival to ease the ordering process for the organisers. A quote can then be compiled to assist with budgeting constraints.

The service also addresses Health and Safety issues for the venue and arrangers and eases Arranger 'vehicle traffic' around the Cathedral for the duration of the set-up.

The team at Nursery Fresh were sole suppliers to the following UK Flower Festivals:

Salisbury Cathedral 2008 and 2011

Chichester Cathedral 2006, 2008, 2010 and appointed for 2012

Portsmouth Cathedral 2009 and in discussions for a future festival

Hampton Court Palace 'Florimania' 2009, 2010, 2011 and appointed for 2012

Guildford Cathedral 2009 and appointed for 2013

Manchester Cathedral appointed for 2012

Westminster Abbey 2009 – The largest UK Flower Festival in 2009 celebrating the 50th Anniversary of NAFAS, the National Association of Flower Arrangement Society

Nursery Fresh was also the sole supplier to the NAFAS main exhibit at Chelsea 2009 (Gold) and 2010 (Silver Gilt)

Nursery Fresh is experienced in dealing with Flower Arrangers and understands their requirements and demands. The requirements of a flower arranger are very different to those of a commercial florist

Nursery Fresh is available to deal with flower arrangers, whether by telephone, in person or by email, until 4.30pm Monday to Friday and Saturday until 12 midday

The majority of UK flower wholesalers are closed by 11 am

Nursery Fresh Management structure is as follows;

Sally Waddington MD – Sally has a background in Banking with Lloyds and Santander in various customer service development roles and came into the flower industry after meeting John. Sally's passion is promoting a professional image for the company and giving her customers the best service possible. Her confidence allows her to happily present to audiences of several hundred, which she does regularly at the many Cathedral Flower festival meetings. Sally manages the day to day business of Nursery Fresh

Clare Dridge – Clare is the lead sales administrator for Nursery Fresh with over 20 years experience as a commercial florist. Formally trained, Clare is very popular with clients because of her modern and innovative designs. Clare is responsible for the administrative aspects of a flower festival and ensures that the ordering process for the arrangers is smooth and efficient. She is also responsible for coordinating the orders with our various suppliers world-wide.

Both Clare and Sally's knowledge of commercial flower varieties is second to none within the industry and they are able to advise arrangers, who are often very anxious about such large events, thus putting them at their ease.

Claire Wadsworth – Claire is the Nursery Fresh Accountant and also ensures that the legal requirements of the Company are met. Claire will make sure that none of the arrangers go over their budget, if this is a service you require from us, and will provide accurate delivery advices and invoices whenever they are needed.

John Waddington Dip.Hort – John has a Degree in commercial horticulture and has been in the cut flower industry for over 30 years. In his role as sales manager for Southdown Flowers, John was the first person to introduce cut flower sales to Marks and Spencer and Waitrose having supplied them with flowering house plants for several years.

Apart from Marks and Spencer and Waitrose, John has worked with Tesco and Sainsbury's.

He was also the first person to import Orchids from South East Asia and became Europe's biggest importer of Cut Orchids

In 2006 John was invited by the New Covent Garden Market Authority to promote British Flowers to the London Florists and made a presentation with the BBC's Sarah Raven to several hundred florists.

John has been featured in all of the trade journals at some stage and has written for the 'Flower Arranger' magazine and recently contributed to an article in the Church Times about Flower Festivals

John is also a consultant for Sjaak van der Vyver, one of the largest Dutch exporters with an annual turnover in excess of 60 million Euros. Sjaak van der Vyver is therefore very supportive of Nursery Fresh and their Flower Festival involvement.

The Nursery Fresh website is one of the most 'active' sites within the UK wholesale Flower industry attracting over 500 unique visits a day. An association with us, therefore, will raise the profile of your event and promote it to an audience interested in flowers.

Nursery Fresh owns www.flowerfestivals.co.uk which helps drive traffic to its site. A 'Google' search for Flower Festivals will therefore show Nursery Fresh high up the results, helping to promote your Festival

Nursery Fresh is the only cut flower company listed on the NAFAS (National Association of Flower Arrangers) website.

Nursery Fresh advertises in NAFAS 'Area' magazines as well as taking a full page in their main journal 'The Flower Arranger' which is distributed to all members as well as being sold in high street outlets.

Whilst references may be obtained from any of the Cathedrals mentioned, either from the Organisers, Fundraisers or Deans, the following testimonials speak volumes for the levels of quality and service provided by Nursery Fresh:

David Coulthard – Marketing and Communications Director Salisbury Cathedral

“Without Nursery Fresh our event could not have worked in the way it did. Their support for us as the primary customer, and for the hundreds of volunteers contributing to the event was simply outstanding. They brought structure, competence, sound advice and most importantly calm to an event with substantial logistical challenges. They maintained an outstanding quality of service, helped us to keep down costs and let's not forget the beautiful flowers which lasted fantastically well. They set the standard in their field, and do so with understated commitment, charm and good sense. An absolute joy to work with”.

Alison Godfrey - Trust Director Chichester Cathedral Restoration & Development Trust

“We are, as always, enormously impressed with the service you provided, particularly this year which worked like a dream! It goes without saying that if you are in need of a reference or would like me to speak to anyone I am always happy to do so. Please give our thanks in particular to Sally and the Claires! They worked so hard as well and were helpful and cheerful throughout”.

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