



Chairman's Annual Report – Year To 31 March 2024

The TRADS Management Committee's key aims for the 2023/24 year were to:

- Develop knowledge and skills via CPD on a wide range of topics;
- Host another overseas market insight day, or another UK City;
- Hold more networking events to provide a forum for Members to exchange ideas, compare landlord experiences and share market information for mutual benefit;
- Improve event marketing and attendance;
- Increase membership base; &
- Continue to enhance and promote high quality standards of service and advice in the Tenant Representation sector.

Management Committee Composition

The current Management Committee is as follows:

<i>Jess Nutt (Gerald Eve)</i>	<i>Chair</i>
<i>Shaun Heywood (Stoneway)</i>	<i>Treasurer</i>
<i>Alice Cattee (Spring 4)</i>	<i>General Committee</i>
<i>Ollie Lee (Carter Jonas)</i>	<i>General Committee</i>
<i>Liam Carvalho (Fisher German)</i>	<i>General Committee</i>

James Portugal stepped down from the Committee at the last AGM, after serving on the Committee for several years. We take this opportunity to thank James for his involvement and time and we hope James continues to be a valued Member of TRADS going forward.

Anders Horwood resigned from the Committee in Apr-24 after starting a new role, which has more Landlord focus. Again, thank you Anders for your involvement and time. Anders was the TRADS Treasurer, so Shaun Heywood, a pre-existing Committee Member, has now taken on this role.

Liam Carvalho was co-opted onto the Committee by the other Management Committee Members in May-24. This has ensured that we have 5 Members on the Committee.

In accordance with the constitution, all TRADS Management Committee members are subject to re-election bi-annually with posts lasting 2 years. The next election will take place at the 2024 AGM on 16 October 2024. We look forward to seeing you there.

The Committee can comprise of a maximum of 8 members. Our view is that there needs to be a degree of continuity but at the same time, it would be beneficial to have other members on the Committee to provide fresh perspectives and direction. Should you wish to put yourself forward to join the Committee, please fill out the appended 'Nomination Form' or speak to one of the Committee Members for further information.

2023/2024 Programme of Events

In 2023/2024, TRADS organised a total of 9 events, as follows:

Month/Year	Event
Apr-23	British Land - Broadgate Estate & Storey Update
May-23	Sherrards Legal Update
Jun-23	Market Intelligence Day – Dublin
Sep-23	AGM & Networking Drinks
Sep-23	Gensler – ‘Sustainability within building design’
Oct-23	Anti Money Laundering Compliance within your company
Nov-23	Christmas Drinks
Feb-23	Vital – EPC’s, MEES & Net Zero – All you need to know in 60 minutes
Mar-23	Legal Update with Withers

In the 2024/25 financial year, we have already had a presentation and tour at Brent Cross, an update on green lease clauses from Forsters, a presentation skills workshop with Bob Ferguson and a market intelligence day in Brussels. We have some exciting events planned for the remainder of 2024, including a tour of Olympia, a TRADS football game and Christmas drinks.

Membership Subscriptions

Membership subscriptions run annually from 1st January every year. TRADS currently has approximately 80 paid-up members. This is slightly less than the 3 previous years so.

We have had new Members join. However, membership numbers have not increased, as we have had several Members leave TRADS; Mainly due to moving roles, including to Landlord side or overseas.

Membership fees for 2024 are £75.00 for the year (graduates £40.00 for the year). To encourage new members to join, we have agreed to implement half price membership fees for those joining from July to cover the period up to December (new members only).

TRADS Administrator

Louise Oliver of SR Events continues to help with the running of the organisation. Louise’s core remit is to assist with event organisation, managing the membership database and membership subscriptions. Louise’s assistance has been invaluable to the Committee since she was appointed, particularly for membership renewals and requests, and event organisation.

Change TRADS bank account

We have a bank account with Barclays. However, there have been continuous issues with the systems and authorization processes for transactions and changes to the account, which makes it difficult for the Committee to manage. This has been particularly problematic with personnel changes in the ‘Treasurer’ role on the Committee (James / Anders / Shaun). We have researched various banks and compared our options. The Committee have agreed to move the bank account to Metro Bank. This will be coming into effect shortly and Members will be notified of the change of account.

Social Media

TRADS events have been advertised on the TRADS website, LinkedIn, Whatsapp, Agents Insight and via diary invites. There are currently 40 members on the TRADS Whatsapp group. We would encourage all members who are not part of the group to consider joining. Please contact me to be added.

The Future

We have found some of our 2023/24 goals difficult to accomplish with a Committee of only 5. Our key goal for 2024/25 is therefore to increase the Committee numbers to 6-8, as this will enable us to share tasks more effectively and to focus on our goals for the coming year, which include:

- CPD/Networking events – Our aim is to continue arranging a wide range of topics for CPD / personal training seminars, as well as opportunities to network with other TRADS Members. We will continue to vary the day of the week we host events, and time (morning/afternoon/evening), as well as hosting a mix of ‘in person’ events and online events to be as accessible as possible. We welcome any event/topic suggestions or ideas from Members. In addition, we will also aim to host another overseas event, or a day in another UK City, as the market insight days (Paris, Amsterdam, Dublin and Brussels) have proved to be extremely insightful and good networking opportunities.
- Improve Event Marketing & Attendance – Acknowledging that some events over the course of 2023/24 were poorly attended, we have tried to market events more frequently and with more notice over the last few months. We continue to take a 5-step approach to advertising with LinkedIn, the TRADS website, Whatsapp, Agents Society and event invites. We have made more use of the TRADS Whatsapp Group, as this is an easy and quick way to share events and ask queries; However, for this to be more effective we need to encourage more members to join the group. Please spread the word and encourage fellow Members to join the Whatsapp and LinkedIn page to boost engagement and interaction across the TRADS community.
- Increase membership base – Although we have recruited new members in 2023/24, the membership numbers have reduced. The Management Committee’s key goal for 2024/25 is therefore to attract new members to the organization with the aim of reaching 100 members. We plan to target tenant rep focused teams / companies who are not already associated with TRADS, to explain about TRADS and the types of events we host each year. This will include some of the larger, international organisations who had previously not wanted to be involved in TRADS e.g. CBRE, JLL, Knight Frank, Savills. In addition, we encourage existing Members to invite their connections to join, if they predominantly advise tenants.

On behalf of the Management Committee thank you for continuing to support TRADS.

Sincerely

Jess Nutt
Chair
The Tenant Representation Advisors Society

September 2024