Chairman's Annual Report – Year To 31 March 2025

The TRADS Management Committee's key aims for the last year were to:

- Continue to offer regular CPD events to allow members to develop knowledge and skills on a wide range of topics.
- Host another overseas market insight day
- Hold as many in person events as possible, to include 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, increased use of social media and our LinkedIn page
- 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:

Alice Cattee (Spring4)	***Chair***
Shaun Heywood (Stoneway)	***Treasurer***
Jess Nutt (Newmark)	***General Committee***
Anna Gammon (Newmark)	***Marketing & PR***
Ollie Lee (Carter Jonas)	***Events Co-ordinator***
Liam Carvalho (Fisher German)	***General Committee***

Changes that have occurred over the last year:

I came into the role of Chair following last years AGM in October taking over from Jess Nutt who had previously been Chair for 2 years. Jess has remained on the Committee as a general member.

We lost Annabel Dickson who had held a marketing role for TRADS, as she left to begin an Asset Management / Landlord role.

Changes going forward:

Shaun Heywood is going to be stepping down from the Committee after serving on it for several years. We take the opportunity to thank Shaun for his involvement and time and we hope Shaun continues to be a valued Member of TRADS going forward.

Shaun is also our Treasurer, so Liam will now be taking on this role. Liam was co-opted onto the Committee in May 2024.

In accordance with the constitution, TRADS Management Committee members are subject to re-election on a bi-annual basis, which should be biennial? In any event, of the existing Committee, myself, Anna, Ollie, Liam and Jess are remaining on the Committee.

The Committee would also like to nominate a new member onto the Committee: Bav Shah of Business Property Solutions. The Nomination form has been completed and signed.

Aside from Bav, the Committee is actively seeking for new Members. The Constitution states that we can have 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 fresh members on the Committee to provide new perspectives.

If anyone would like to stand for election or has already filled out a Nomination form, then please let me know.

2024/2025 Programme of Events

Since the AGM last October and over the total course of this year, TRADS has organized a total of 12 events, to include formal CPD and social events

Month/Year	Event
Nov 24	TRADS Football Game – In person
Nov 24	Future of AI in Commercial Real Estate - Zoom
Dec 24	Christmas Drinks – In person
Jan 25	Costar prediction of the year ahead in CRE – Zoom
Feb 25	Vorboss fibre connection and wayleaves seminar – In person
Mar 25	One Olympia Tour – in person
Apr 25	DACB – 1954 Act potential reform seminar – In person
Jun 25	CWG Sports Day – TRADS team
Jul 25	Service Charge seminar with Ashdown Phillips – In person
Sep 25	Market Insight Day – Munich
Sep 25	TRADS Football Game – In person
Oct 25	Forsters briefing on rights of options and first refusal – In person
Oct 25	AGM and Networking drinks

Over the next two months we will be having a CPD seminar on the Green Lease Toolkit hosted by BBP and Baker McKenzie and a Christmas quiz and drinks on the 26th November.

We also had a collaboration with FIDES alliance group in October with a seminar on the return to office / WFH debate.

Membership Subscriptions

Membership subscriptions run annually from 1st January every year. TRADS currently has approximately 72 paid-up members. This is slightly less than the previous year at 80.

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. Graduate members also often move to other firms without taking membership with them.

Membership fees for 2025 are £85.00 for the year (graduates £50.00 for the year). We made the decision at the start of 2025 to increase these from £75/£40 as this cost had remained since 2017. We still think that this is excellent value given the events offered and I don't think that the cost has had any effect on the lower Members.

TRADS Administrator

Louise Oliver of SR Events continues to help with the running of the organization and managing the website. 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

In the last year, we have had a change to the bank account that was previously with Barclays. We had continuous issues with the systems and authorization processes for transactions and changes to the account, which made it difficult for the Committee to manage. In particular any personnel changes in the Treasurer role were problematic to say the least.

We have moved to a Metro Bank bank account. The old account is still open and will be left open for slightly longer to allow for any wrong payments.

Metro Bank so far has been a smoother process, but we will see when we change the Treasurer position!

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

Looking at the future and back at our key goals, we managed to grow the Committee from a group of 5 last year, which was a key aim and has aided us greatly in terms of organization of events and promotion of the group via social media. We would like to ensure that a minimum of 6 people remain on the Committee as we find this best to share the jobs between us all.

- *CPD/Networking events* – Our aim is to continue arranging a wide range of topics for CPD, as well as opportunities to network with other TRADS Members. We have tried to add on networking opportunities to CPD events where possible to create a good balance for Members and combine the two.

  Generally we find the best days of the week for events to be Tuesday or Wednesday and we will continue to vary the time (morning/afternoon/evening) as well as hosting a mix of in person events and online to be as accessible as possible.

  We welcome any event/topic suggestions or ideas from Members.

  We will aim to continue with the overseas event on a yearly basis, as the market insight days (Paris, Amsterdam, Dublin, Brussels, Munich) have proved to be extremely insightful and good networking opportunities.

- *Improve Event Marketing & Attendance* – We have made a large push over the last year to market events more frequently and with more notice. We continue to advertise events via email, the website, Whatsapp, Linkedin and also Agents Society where appropriate. 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.

We have also made a push to discuss and promote events after they have happened on LinkedIn page with content, photos etc.

- *Increase membership base* – Although we have recruited new members in 2024/2025, the membership numbers have reduced. The Management Committee's key goal for the next year is therefore to attract new members to the organization with the aim of reaching 100 members. We will need to identify specific target rep focused teams / companies operating across the UK who we haven't spoken to previously and reach out. In addition, we encourage existing Members to invite their connections to join, if they predominantly advise tenants.

  We have discussed the introduction of larger firms into TRADS but there hasn't been much / any take up other than from graduates, who are then likely to rotate into a new role.

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

Sincerely

Alice Cattee
Chair
The Tenant Representation Advisors Society
October 2025