



Chairman’s Annual Report – Year To 31 March 2023

Following 2 particularly challenging years due to the Covid-19 pandemic and guidance to work from home, the TRADS Management Committee’s key aim for the 2022/23 year was to re-introduce ‘in person’ events and networking opportunities. Without ‘in person’ events, we concluded that it was harder to meet the core objectives of TRADS. As a reminder these are to:

- Provide a forum for tenant representation advisors to network and exchange ideas, compare landlord experiences and share market information for mutual benefit;
- Offer a regular programme of personal training and continuing professional development qualifying seminars to provide members with the skills to present and market their services and to keep members up-to-date with developments in law affecting occupiers, advances in technology and changes in market trends; &
- Enhance and promote high quality standards of service and advice in the Tenant Representation sector.

Management Committee Composition

In accordance with the constitution, all TRADS Management Committee members are subject to re-election bi-annually. The last elections were at the 2022 AGM, which resulted in the following Management Committee:

Jess Nutt	Chair
Anders Horwood	Treasurer
Alice Cattee	Events Coordinator
Shaun Heywood	Marketing & PR
James Portugal	Committee
Ollie Lee	Committee

Georgia Eckert, Lee Williamson and Lucy Cooper all stepped down from the Committee in 2022.

TRADS Management Committee elections are held bi-annually with posts lasting 2 years. The next election is due to take place at the 2024 AGM. However, the Committee can comprise of a maximum of 8 members so should someone wish to put themselves forward to join the Committee this year, please let us know and we will consider co-opting you onto the Management Committee until the next election in 2024.

2022/2023 Programme of Events

In 2022/2023, TRADS organised a total of 7 events, as follows.

Month/Year	Event
May-22	MEES Update (Vital Direct)
Jun-22	Amsterdam Market Intelligence Day
Sep-22	AGM & Networking Drinks
Nov-22	Canada Water Presentation (British Land / Savills / JLL)

Month/Year	Event
Jan-23	New Year Drinks
Feb-23	UK Rates Revaluation 2023 (DWD LLP)
Mar-23	Planning, Historic England & Listed Buildings (Hannent Chartered Surveyors)

Since the end of the 2022/23 financial year, we have had a presentation and networking event hosted by British Land on the Broadgate Estate and their Storey offering, a legal update from Sherrards Solicitors and a day trip to Dublin.

Membership Subscriptions

Membership subscriptions run annually from 1st January every year. In 2023, TRADS had approximately 90 paid-up members. This broadly remains the same as the 2 previous years.

In 2021 and 2022, the Management Committee took the decision to reduce members subscription costs to reflect difficulties during the pandemic. In June 2022, it was decided that in light of the 'post Covid' market, the Membership fees for 2023 will revert to the pre-pandemic sum of £75.00 for the year (graduates £40.00 for the year).

TRADS Administrator

One of the biggest changes in 2022/23 was the appointment of a new TRADS administrator in Jun-22, Louise Oliver of SR Events, to help with the running of the organisation. Louise's core remit has been to assist with event organisation, managing the membership database and membership subscriptions. Louise's expertise has been invaluable to the Committee in the last year, particularly for membership renewals and requests, and event organisation. It has allowed the Committee to focus on initiatives for taking TRADS forward and increasing Membership numbers.

TRADS Document Management

With changes to the Committee and an old 'Dropbox' filing system being used, we considered that we needed to update the TRADS filing system. We now host documents on a Shared Drive to eliminate costs.

Social Media & TRADS Website

The TRADS Management Committee opted for a new website hosting platform, BorsUK, to reduce costs. The previous website was hosted by TLGD and costs were proposed to increase.

TRADS events have been advertised on the TRADS website, LinkedIn, Whatsapp, Agents Insight and via diary invites. There are currently 43 members on the TRADS Whatsapp group. We would encourage all members who are not part of the group to consider joining.

After events, we try to post on LinkedIn to thank our hosts and post a picture of the event with the aim to 'spread the word' about what TRADS is and encourage new members.

The Future

Goals for the coming year include:

- CPD 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. Acknowledging that some Members struggle to make breakfast seminars,

we have also hosted events late afternoon / early evening this year and, going forward, we aim to include some lunchtime events as well. The 'in person' events have been favoured amongst Members, but we are also going to look at hosting some online seminars to be more accessible. 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 and Dublin) have proved to be extremely insightful and good networking opportunities. We welcome any event/topic suggestions or ideas from Members.

- Networking events – As well as CPD events, which have an element of networking, we also aim to host more events solely focused on networking e.g. informal drinks. We have also received the idea from a few members of a monthly dinner or lunch, which we will explore further over the coming months.
- Improve Event Marketing & Attendance – Since pre-Covid, we have noticed a fall in numbers attending events. We want to boost these numbers to ensure c 20+ at each event. We aim to market events more frequently and continue to take a 5-step approach to advertising with LinkedIn, the TRADS website, Whatsapp, Agents Society and event invites. We want to make better use of the TRADS LinkedIn and Whatsapp Group to boost engagement and interaction across the TRADS community and encourage new Members.
- Increase membership base – The Management Committee's key goal for 2023/24 is to make more people aware of TRADS via LinkedIn and word of mouth in order to attract new members to the organisation. The Committee plans to target particular 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. 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

August 2023