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**Minutes of the 14th Annual General Meeting of**

**The British Promotional Merchandise Association Ltd held at**

**Chartered Institute of Public Relations, 52-53 Russell Square, Bloomsbury, London, WC1B 4HP**

**Tuesday 7th November 2017**

The Annual General Meeting opened at 4.07pm

In the Chair: Graeme Smith, BPMA Chairman

In Attendance: Graeme Smith – Cyan Group, Matt Franks - Fluid Branding, Neal Beagles – Roantree Incentive Marketing, Angela Wagstaff – Allwag Promotions, Melissa Chevin – Globefish Consultancy, Malcolm Garnett – Brandz, Alex Turner – Listawood, Brian Hayward – Page Partnership, Clive Allcott – Screenworks, Andrew Hill – Senator Pens

Others in attendance: Gordon Glenister BPMA and Daniela Arena BPMA

1. **Welcome**

Matt Franks, President of the BPMA started his address by welcoming all attendees to the 14th annual general meeting of the British Promotional Merchandise Association Ltd.

1. **Formal Notice**

Graeme Arnold, Chairman confirmed that the formal notice of the AGM has been circulated to the entire membership.

1. **Apologies of absence**

Matt Franks, President confirmed that apologies of absence had been received from:

Phil Morgan - SPS

1. **Proxy Votes Received**

Matt Franks, President confirmed that proxy votes received were as follows:

Gary Chamberlain, Orchard Melamine gave Graeme Smith, BPMA Chairman his vote.

1. **Minutes of the 13th AGM of the British Promotional Merchandise Association Ltd**

On proposal by Graeme Smith (Cyan Group) and seconded by Neal Beagles (Roantree Incentive Marketing) it was unanimously agreed that the minutes for the 13th Annual General Meeting be taken as read.

1. **Finance Report**

On behalf of the BPMA Finance Director, Alex Turner presented a summary of financials for the year ending May 2017 as shown below.

|  |  |  |
| --- | --- | --- |
|  | **2018 Forecast** | **2017 Actuals** |
| **Net Profit** | **£32,422** | **£86,010** |
|  |  |  |
| **Membership Revenue** | **£341,960** | **£318,895** |
| **Turnover** | **£675,800** | **£662,364** |
| **Overhead Costs** | **£477,278** | **£343,982** |
| **Reserves** | **£197,783** | **£165,361** |

Alex summarised that membership income has risen consistently over the years with a fall this year, this is symptomatic of many associations. However some of this change in revenue is due to greater growth of the lower turnover bands, whilst some losses at the mid and larger level will have affected this. Actual member numbers remain only marginally down.

It does however show the importance of other activities the association covers. Our reserves have risen sharply following the success of the first BPMA Show, allowing us to invest in the association and the industry at large.

On a proposal by Graeme Smith (Cyan Group) seconded by Andrew Hill (Senator Pens) the acceptance of the accounts were received and unanimously approved.

1. **Appointment of Accountants**

Matt Franks, President recommended re-appointing Wellden Turnbull Ltd Chartered Accountants as the BPMA Accountants.

On a proposal by Graeme Smith (Cyan Group) seconded by Melissa Chevin (Globefish Consultancy) the re-appointment of WelldenTurnbull Ltd Chartered Accountants was unanimously approved.

1. **Chairman’s Review**

Graeme Smith opened his Chairman’s review by summarising industry challenges, BPMA mystery shopper research, product media magazine, member benefits, education, events for 2017 and more. *Please refer to the AGM presentation for details.*

1. **Confirmation of Officers**

On a proposal by Melissa Chevin (GF Consult) and seconded by Malcolm Garnett (Brandz) it was agreed that the following Board Directors were re-elected en bloc:-

* Alex Turner – Listawood
* Angela Wagstaff - Allwag Promotions
* Brian Hayward – Page Partnership
* Graeme Smith – Cyan Group
* Malcolm Garnett – Brandz
* Matt Franks - Fluid Branding
* Melissa Chevin – Globefish Consulting Ltd
* Neal Beagles – Roantree
* Phil Morgan - SPS

On a proposal by the board the following officers were unanimously confirmed:-

Matt Franks as President, Graeme Smith as Chairman and Angela Wagstaff as Vice Chair and Alex Turner as Finance Director.

On a proposal by the board the following Board Directors were unanimously confirmed and appointed:

* Andrew Hill – Senator Pens
* Clive Allcott - Screenworks
1. **Any other Business**

**Q&A**

Graham Winter asked if there was a risk of the BPMA losing sight of membership and the importance of membership because of the revenue and show success.

Alex turner explained that the trade association had not lost sight of membership, that the BPMA had seen membership numbers and income in recent years decrease slightly which was not a main concern as not a unique trend for the industry, many trade associations across the many sectors had also experience a drop. The show revenue is a good healthy revenue that allows BPMA to invest and progress the industry. The show revenue boosts BPMA income to reinvest into the industry and membership activities but also is important because it brings the industry together. Alex looks forward to the trade association reinvesting the revenue back into the industry for the benefit of all in terms of quality research. Graeme smith re-emphasised that the BPMA are hugely interested in membership growth and not only want membership numbers and revenue to be higher but to also reduce attrition rates. Matt Franks added that all BPMA activities are in place to be relevant to members and the industry at large and that membership growth and opportunity is a constant objective to the BPMA in all its activities.

Jamie Gray, Sow Easy Promotions asked the BPMA how much a new start-up company would be charged to join the BPMA, explaining the Institute of Directors offered a £99+vat introductory offer, which has proven to be successful for the IoD. It has boosted membership numbers and has allowed them to engage with peers and retain members year on year. Jamie has agreed to share some key information so that the BPMA could look at this option. Gordon Glenister commented that the BPMA had promoted several high value low cost membership offers bit had received very little uptake. And that it was important to the BPMA that we did not devalue membership for the members.

The annual general meeting closed at 4.45pm