

AGM minutes from 21st June 2024

JN: We've not had as many people plan to attend as previous years. If anyone has feedback afterwards it's welcome.

IK: If you're joining online, you won't have your voice heard. However, you can text into the chat box and we will answer your question. If you're in the room, you can put your hand up and speak into the mic.

1 & 2. Welcome from President and AGM 2023 Minutes Approval

JN: Welcome to all those attending the AGM. Firstly, we will approve the minutes from the last meeting. The minutes weren't as comprehensive from last year due to a combination of me chairing the meeting and taking minutes at the same time. However, this has been fixed for this year as Julius will be taking and using technology. The minutes from the last meeting will be circulated after this AGM.

3. Statutory report

JN: Has the statutory report been circulated prior to the meeting?

JG: Not yet

JN: This will be circulated after the meeting has taken place too. Apologies about that.

4. Directors and Governance

JN: As of July 2024 the directors and governance is as follows:

John Nichols, President
Julius Goldthorpe, General Manager
Richard Cowell, recently elected Vice President.
Chris Wordsworth, Treasurer
Samantha Nichols, Events Coordinator
Mary Lonsdale, outgoing Vice President
Abdul Rahim
Deborah Salisbury
Charles Bonas
Anne Morris
Ilana King
Georgie McIntyre
Sarah Dunwood
Lucy Alexandra Spencer
Carl Morris

JN: I would also like to take this opportunity to say a thank you to Mary Lonsdale who, over the past two years, has led TTA through a number of challenges with great judgement and skill. So, on behalf of all members of the board, we'd like to thank Mary for her contribution.

5. Presidents report

JN: I will be mainly reading from my President's report, so there is no need for in depth minutes here.

Questions related to President's report

AM: How are the member numbers?

JG: The member numbers have increased steadily over the past 12 months. We have recently completed an exercise of removing duplicate members/ those that were being included as a paying member rather than a bundle member. This means we are unfortunately at a lower rate of members than we initially thought. That being said, growth is still good over the last 6 months especially.

AM: How many are professional tutors who work full-time compared to those that tutor as a side role?

JN: Numbers haven't just been staying steady, they've been growing quite a lot, but the numbers were being counted more than once. Now we are counting each member individually rather than accounting for additional bundle members.

JN: I've estimated there are a couple of thousand tutors in the UK, who are tutoring as a full-time career. We are contacting our corporate members and asking them to send out an email explaining our referral scheme. The referral scheme is helping us to access the corporate tutors of our already existing corporate members. We have a fair way to go before saturation of members, so we're confident of continued growth. There is a minority of people that do not want to join for one reason or another. However, there has been a real change in perception of TTA. On socials before we used to see tutors saying it was too expensive. But we don't see that so much now. And we're working on improving, based on the foundations that you put in place, Adam. We are now running more events, are more active on socials, which helps us to get the word out there. We are also working with people like Richard, who has access to other groups of tutors that we have not had access to in the past.

AM: I feel the unique selling point is the face-to-face events.

JN: These have grown which is good to see.

LS: since September the membership growth has grown 55%, which is really positive. Partly to do with the fact we are the cheapest for an annual tutor.

DS: Also the addition of academize, we do not charge extra, which I think has made a huge difference.

JN: Yes, can we say a big thank you to Lucy who has helped us to get robust member numbers that we can now track. As mentioned, there was an element of duplication and numbers that didn't add up, but this has been fixed now. And as Deborah champions, we now have academize thanks to Georgie McIntyre. Not everyone uses all the benefits, as it's not realistic, but there are so many which provide value and make the membership great value for money.

6. Treasurer's report.

JN: Thanks to Stephen Perry and Chris Wordsworth for providing the Treasurer's report.

CW: Taking all into account we are doing all right, everything else is broken down in the treasurer's report.

HO: If there has been a deficit this year, is there a plan to ensure it's not repeated?

CW: There were some historic large payments which hurt us, and with greater governance on events, we will be working together to make sure the bank doesn't start to drain. The events are amazing and worth it but we need to make them more profitable.

JN: Also, where the shift to monthly members came into action, quite a few members switched to monthly payments. It takes 10 months for the monthly payments to reach that of an annual payment, so this also can be taken into consideration. Also, a lot of people who have renewed have so far only paid one month, so we're at £9.5 rather than £95, but this will come.

LS: The GM salary is less this year.

CW: What other income streams do you have in mind?

JN: The majority of income is from membership, there are other things that are a separate charge too. Compliance packs are a significant cost, but provide good value, that's one revenue stream, but we are still selling one or two a month. Trade Mission, are also supplementing a small surplus, not a huge profit margin, but they will help. Attending an event is a benefit, but there is a charge for them, most of the events run at a small surplus, whilst maintaining good value for money. We do have other revenue from those things, which are good for benefits and they get a good rate, less than market rate, but still creates income.

Simon: have you fixed a rate for the conference?

JN: yes around £99 – *JN lists the benefits of the conference including* meal and drinks, access to keynote speakers, networking, meeting sponsors and providers, being part of the conference itself.

7. General Manager Statement

JG: *Reads General Manager statement on AGM agenda and takes questions from members.*

Charlotte W: What is the difference with the roles?

JN: *explains the difference between the roles.* Julius the face of the TTA, John is working on niche questions related to areas such as legal and compliance. Although JG is also in the process of learning this.

AM: Other members should be encouraged to apply to be on the board, so it might be worth mentioning that the positions are paid. When I was president, I was nervous initially, but there are so many good people amongst you, but I'd encourage people to apply.

JN: If you want to be a director in the future then it's a great thing to do. It's all going well so far.

JN: We are introducing a constitutional changes consultation, the main change will be the new proposed constitution, which is the remuneration and conduct committee, to make sure that officers and directors don't give themselves pay rises without merit. This is mainly to stop commercial capture and to stop people from abusing their position. This means the committee could stop it if they felt something was inappropriate or if there was any misconduct. Not wise to just buy umbrellas if it's raining.

Other things include measures if someone brings membership into disrepute. Quorum for general meetings etc. We will publish it, so you can read it. I would encourage you to read it as it's an article of association document. We will hold a consultation. Any questions?

SDP: The online directory, do we have any statistics?

JG: We currently have the members directory, but this was removed in November. Currently there is no way to search for a tutor by location, but this is something I plan to incorporate over the summer months and combine the members register with the historical find a tutor page.

CW: Are there any issues about competing with tutor hunt?

JG: I don't think so.

JN: not necessarily, we aren't as comprehensive about it.

DS: with map to search?

JG: I will look into the possibility of having a map, but we are quite restricted by what wild apricot offers us in terms of functionality.

LS: A lot of members won't want to be searched online. Wild apricot won't be able to support it.

Charlotte W: TTA is accessible globally, it's not just a British membership?

JN: Predominantly UK, but there are members from outside the UK. Still quite small, they have made the effort to join though.

AM: I think TTA software to put your name on is a secondary concern for corporates. Is there any conflict of interest? Individual tutors are putting their name online anyway.

JN: never going to have more searches on TTA for tutors than Facebook, for example, we are spreading the message but we are not a tuition company.

LS: searchability, over the next 12 months, I am going to help get more data as it's my area of specialism. The key metrics, the searchability. Phase one is the churn rate of why people are leaving. Critical. Phase one is pretty much tied up. Then tracking new members minus tutors leaving. It's very much about data where we can make some big strides this year.

Anne M: one of the things I have found of being a TTA member, is that members have wanted to connect. Collaboration not competition. *Gives an example*, at TTA conference, and Dave caddies, who we all know, he realised we recruit gap year students and he said that's brilliant and I work with people who might be interested, so there should be other people who I can connect with too. There must be other members/ways who can also facilitate this.

AM: I would say that going to meetings is how you do that

IK: some of the best people I've met are in events. But I would love to see other ways to connect. We are doing this via the online events and regional events. Potentially room for another venue, for a way to connect. I have some ideas. And I agree completely, and the circles I move in wonder if there are reasons to join TTA.

JN: Yes we accept that there is always more that can be done.

LS: going back to data, if we think the events are what people want, then we need the data to see what they actually want. Sometimes it costs to come to events, so I'm not sure people want to come to events as the primary reason for joining. But we need the data to support this.

AM: We had an online meeting last week. Poor turnout, we need to share the link

JN: not everything we try works, but we have to try. Actively promoting events/network/ how people can learn. If people are enjoying it etc and things are going in the right direction, positive process.

HO: the marketing for the events needs to be better – both pre and post events. It also needs to be more relaxed too. I don't really want the formality and slides. I think we should make it more relaxed.

JN: fully recognises the element for networking and people need to network both formally and informally. Ultimately about giving value to members, and one of the main things. On that note we will close the meeting so you can informally chat amongst yourselves.