



Annual General Meeting

Minutes

of the 42nd Annual General Meeting of the British Franchise Association, held at RSA House, London, on

Wednesday 11th December 2019

1. WELCOME AND APOLOGIES

Pip Wilkins welcomed Members and Affiliates to the AGM. **John Spencer** summarised the agenda of the meeting and confirmed the list of attendees and apologies.

2. MINUTES OF THE 2018 AGM

AGM[M]18.1

John Spencer asked for a proposer and a seconder to adopt the Minutes. The motion to adopt the Minutes was proposed by Steve Watson of Agency Express and seconded by Shirley Hughes of The Franchise Careers Centre.

The Minutes of the 2018 AGM were accepted as a true and correct record and the motion was carried, with no objections or abstentions.

3. ADOPTION OF THE 2018/19 ACCOUNTS & APPOINTMENT OF AUDITORS

John Spencer proposed that the Accounts for 2018/19 be adopted and called for a seconder; the motion was seconded by Simon Bartholomew of Oscar Pet Foods. **John Spencer** called for a vote from Members. The motion to adopt the 2018/19 Accounts was carried, with no objections or abstentions.

John Spencer proposed that Vale and West remain appointed as Auditors for the bfa's financial year commencing 1 October 2019. The motion was seconded by Ken Deary of Right at Home. **John Spencer** called for a vote

from Members and the motion was carried, with no objections or abstentions.

4. BUSINESS REPORT 2018/19

Pip Wilkins opened the bfa Business Report section of the agenda by explaining that 2019 had seen a real focus on building foundations and setting the association up to be more collaborative and agile. She explained the bfa's 'why' will always be standards and is what sets the association apart. **Pip Wilkins** spoke about the challenges of increased competition, competition on services as well as Brexit.

Pip Wilkins gave an overview of the work of the bfa in influencing global standards and representation. She explained that during the year the bfa had processed 54 member applications and facilitated 15 disputes. The association's pioneering UK Developer category now had two members. **Pip Wilkins** spoke about franchisee membership highlighting the key benefits of the proposition but explaining the importance of the whole initiative in ensuring the protecting of franchising in the UK.

Catriona Berry gave an overview of Customer Engagement, stating there were 275 new brand introductions throughout the year. These were in-depth calls that introduced the bfa proposition to non-members and had led to 77 meetings and 25 new franchisor members. **Catriona Berry** confirmed that membership engagement had also been a key focus with a total of 480 member calls to truly understand some of the member pain points.

Maria Hartnell discussed the aims of The Franchise Gym in supporting the franchise industry. She explained that 2019 had seen a soft launch of the services based on the pilot results and noted that from 72 initial leads the Franchise Gym had worked with 14 clients resulting in 2 new franchisor members.

Patrick Hulbert outlined the overall aim of the PR and Comms team to maximise the visibility of franchising through the promotion of members. He presented a number of key results for the year stating an impressive overall PR reach with more than 1,800 bfa mentions. **Patrick Hulbert** explained that member engagement in industry articles was on the rise with more member stories published on the website. He gave an overview of the results from the launch of bfa NatWest Survey, the bfa's digital marketing campaigns, the ITN Next Generation programme and the bfa HSBC Franchise Awards.

Laura Harvey-Smith explained the opportunities within the Training and Education pillar of the business with a focus on events that would inform and educate as well as give true value add to members. **Laura Harvey-**

Smith gave an overview of the stats for the Qualified Franchise Professional (QFP) programme which had seen 44 new registrations. The overall number of qualified QFP's was now 201.

Helen Bodiam outlined the financial performance for the association. She explained that the budget for the year had been for a net call on reserves of £58k to support the establishment of The Franchise Gym. **Helen Bodiam** reported that the turnover had increased to £1.6m with a reduction in cost of sales to £508k. The head office and staffing costs totalled £1,17m resulting in an end of year position of a call on reserves of £47.3k (which was £10.6k better than budget). **Helen Bodiam** gave a detailed overview of the figures in the balance sheet and explained where the bfa's income and expenditure came from and concluded with the budget figures for the year ahead.

Emily Price explained the association's key objectives and the two-year plan to deliver on those objectives. Each pillar of the business – Standards, PR & Comms, Training & Education and Customer Experience – had key focus and development areas for the year ahead. **Emily Price** outlined the three stakeholder groups and discussed the customer proposition and areas of improvement for each group including improved exposure, next generation learning, increased support and opportunity. Finally, she spoke about the four project development areas for 2020. Membership connectivity, ongoing web development, collective campaigns and educational toolkits.

5. ELECTIONS TO THE BOARD AND FORUM POSTS

Pip Wilkins told the meeting the bfa made it a practice not to declare the voting numbers, nor did it announce at the AGM the names of candidates who had not been elected. She explained if there was a tie in the online ballot, then each tie would be resolved by the votes of those present at the meeting, or represented by proxy, entitled to vote in the category of Membership concerned.

Pip Wilkins summarised the constitution of the Board of Directors: 11 Full Members; 2 Associate Members; 3 Affiliates, 3 Franchisees; and the bfa Chief Executive.

Pip Wilkins announced the results of the online ballot:

Continuing Full Members:

Agency Express
Chemex International
InXpress
Monkey Music
Oscar Pet Foods

Stephen Watson
Mike Graham
Ben Kirby
Angie Coates
Simon Bartholomew

Revive! Auto Innovations	Mark Llewellyn
Right at Home	Ken Deary
TaxAssist	David Paulson
Water Babies	Paul Thompson

Re-Elected Full Members:

NIC Services Group	John Spencer
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Elected Full Members:

Home Instead Senior Care	Ruth Brown
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Continuing Associate Members:

The Creation Station	Sarah Cressall
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Elected Associate Members:

Fun Fest Holidays	Lynne Newman
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Continuing Affiliate Representatives:

Franchise Careers Centre	Shirley Hughes
Goldstein Legal	Roz Goldstein

Elected Affiliate Members:

Suki Dehal	Lloyds Bank
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Pip Wilkins extended the Association's thanks to those Members who were leaving the Board for the work they had done throughout the year.

6. QUALIFIED FRANCHISE PROFESSIONAL PRESENTATIONS

John Spencer recognised those individuals who had gained their Qualified Franchise Professional since the bfa Annual Conference in June and invited them to join him and Pip Wilkins to collect their certificates.

7. CHAIRMAN'S CLOSING REMARKS

John Spencer thanked the members for their continued support and recognised the hard work and commitment of the bfa team. He extended his thanks to bfa sponsors and supporters and reminded members of the Annual Conference date in June 2020.

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