

Minutes of the 4th Annual General Meeting held on 25th July 2017 at
33 St James Street, London, SW1Y 4JS

Those Present:

Directors of the Association

Adam Muckle MTA	President
Tim Morris ATA	Treasurer
Richard Evans MTA ¹	
Will Orr-Ewing ATA	
Ariane Mercurius-Taylor MTA ¹	
William Petty ATA	
Chris Sanders	
Frederick Sugarman-Warner MTA	
Emma Swanson ATA	
Chris Lenton FTA, FCIS, FCCA	Chief Executive & Secretary

Members

Lucy Cawkwell ATA	Osborne Cawkwell
Merlin Bevan-Stevenson ATA	Merlin Tuition
John Harris MTA	Private Tutor
Simon de Pinna MTA	Private Tutor
Josh Pull ATA	Keystone Tutors
Tom Maher FTA	British Home Tutors
Alexander Nikitich FTA	Carfax Private Tutors
Kate Shand FTA	Enjoy Education

Non-Members representing a Corporate Member

Sophie Taylor Barthorpe	Simply Learning Tuition
Sharon Vaughan	Gradventure Limited

Non-Member in attendance

Paul Fleming	Fleming Private Office
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Apologies for absence were received from:

Peter Bradbury MTA	Private Tutor
Julia Ford ATA	Tutorious
Patricia Gruel MTA	Private Tutor
Amit Gadhia ATA	Lotus Tutors
Paul Green MTA	Private Tutor
Diane Greenberg MTA	Private Tutor
Andrew Gibbons MTA	Private Tutor

¹ This Member assumed office at the close of this AGM

Apologies for absence were received from (continued):

Emily Jack ATA	Kings Tutors
Howard Jones MTA	Private Tutor
Sue Laidlaw ATA	Laidlaw Education
Stephen Lillie MTA	Private Tutor
Robert Martin MTA	Private Tutor
Andrew Murray ATA	Home School Tutoring
John Nichols MTA	Private Tutor
Catherine Paver MTA	Private Tutor
Lucy Parsons MTA	Private Tutor
Ambika Pindoria MTA	Hi-Juice
Leona Potter MTA	Private Tutor
Dr Rosemary Russell MTA	Private Tutor
Clair Smith MTA	Private Tutor
David Whitley MTA	Private Tutor
Krysia Winska MTA	Private Tutor

Proceedings:

The President welcomed everyone to the meeting.

AGM 01/17 Apologies for absence

Apologies for absence are noted in the attendance record above.

AGM 02/17 Approval of the Minutes of the 3rd AGM held on 19th July 2016.

The minutes of the 3rd Annual General Meeting held on 19th July 2016 were approved unanimously.

Proposed: Chris Sanders

Seconded: Tom Maher

AGM 03/16 President's Address and Report on behalf of the Board for the year ended 31st March 2017

The President gave the following address:

A very warm welcome to our AGM. The Association has had a great year. It has been allowed to breathe and is progressing in the right direction on its own terms, striving to be supportive and representative of its existing members, reaching out to new members and the wider public, and collectively seeking to raise the profile of tutoring. With all these developments, in this my second AGM address, it's useful to reflect on how far we've come and what we now need to do to go even further. Last year I focused on three points: Growth, Participation and Support. So, let's see where we are now.

In terms of growth, here are some stats: the Association has increased its membership; it is up more than 28% from 360 to over 600 members. Invoices and revenue are up 21%. And our reserves have grown to the extent that we are able to finance the cost of a bigger and more ambitious conference in advance. Since the conference last October, we have trebled the number of our Affiliate Members from 10 to 30, adding value to your membership and providing tailored resources and professional services, with exclusive discounts.

I have always had a personal determination for the Association to succeed but I believe that last year's first conference and All-Black Sean Fitzpatrick's motivational words to us that day were the lightning bolt this Association needed not just to start to achieve our initial goals, but to go further and start the process of creating a meaningful legacy. He told us to draw our own analogies from his experiences with the most successful sports team ever. Let me remind you of some of what he said:

Make a mental note of when you joined the team; celebrate success but park it quickly; remember your losses as well as your wins; want to make a difference; be as successful as you can be. So, what do we want our legacy to be? What is the cultural DNA of our organization? Are we living and breathing that culture and really getting with the programme? For me, this means we set aside our self-interests for the sake and greater good of the profession as a whole, and that we work together to raise both the profile of tutoring and the appreciation of what it can achieve.

The Association has already evolved significantly from the small group that originally sat around the table some three years ago, and we have bolder aspirations and ambitions. Hosting our Conference at the Barbican this October 23rd reflects this. Planning for the event has already engaged more volunteers, more sponsors and more exhibitors. We have double the size of venue and three times the number of speakers. The programme, already announced, has broadened in scope to properly reflect our role in the education landscape. Our speakers include the former head of UCAS Mary Curnock Cook OBE, and Mursal Hedayat, founder of Chatterbox, which provides well-qualified refugees tutoring opportunities at universities to those wishing to learn new languages, as well as Sarah Holloway and Philip Kirby who have conducted research on the Private Tuition Industry, most notably in the Shadow-Schooling report for the Sutton Trust. 60 delegates have already booked their places, so we are already a quarter full. So, get your early bird ticket by 31st July.

There is a significant discount rate for Members, and Corporate Offers are available, so please share this with your own networks. Exposure and dialogue across our Social Media channels has increased, from 2000 to over 6000 tweets, and the number of 'followers' has grown from 1000 to almost 3000. We have increased activity on Facebook, and I am particularly proud of the way that it has become a focal point for Members to write and read blog articles on a wide range of different aspects and areas of tutoring. It has been a great way to market the Association too, helping to build a recognition among potential members, fellow educators and the wider public that TTA is the professional body for supplementary education. The media, too, are beginning to recognise that we are the 'go-to' resource for informed industry comment and insight.

We have a more strategic approach to this than ever before, and I would like to thank our new Marketing Manager, Ruth, for the great work she has already done. I have given interviews and written letters and had articles published in the media on behalf of the Association over the past year and I think we are seeing a much more real, measured and accepting attitude to the tutoring sector than was the case a few years ago. Indeed, Worcester University approached us at the turn of the year informing us that they had put together their own Diploma in Tutoring, a two-week course for new graduates to train them in the skills necessary, to give them the confidence in starting their tutoring work. We have endorsed this course and are fully supportive of these types of positive initiatives.

In terms of participation, we have seen more of our members than ever joining panels to contribute positively to the future success of the Association. The CPD Panel, Standards Panel, Membership and Communications Panel and the new Conference Panel have all actively contributed to the growth and development of the Association over the past year. The Board itself has grown in number too, reflecting the different and diverse strands of the membership and profession. On this note, may I introduce and congratulate Ariane and Richard on their successful election; I look forward to working with you both.

The Board has developed a strong team ethos and I would like to thank the current Directors for all they have done and the support they have given both to me and to the Association this year. It means a lot to be able to have the ear of other experienced and committed colleagues before taking decisions. And our Directors have all given unstintingly of their time both inside and outside the Boardroom to ensure the success of our mission - whether it be by emailing other members; organising events - especially with the Conference; turning up to meetings; providing facilities; offering advice on areas with which I'm not familiar; writing articles; speaking at events on behalf of the Association; administration; connecting with others; recruiting members or creating opportunities for us. I always remember where and when I started in tutoring and so I consider it to be an honour to serve and to sit alongside you all.

In the Queen's Christmas message, she said that it is not hard to be moved by dedication. Recalling the heroes of the Rio 2016 Olympics, she said that British Olympians were inspired by previous generations of winners. Inspiration fed their aspiration, and that the cumulative impact of thousands of small acts of goodness can be bigger than we imagine. So, in that spirit, thank you all for all your efforts this year.

In terms of support, aside from the growing number of services, we have created more newsletters informing members of activities and opportunities. We have hosted more events, from Neuroscience of Learning to Business Growth, as well as our first social occasions. If we are to be the voice of the profession, that starts by creating a community where we talk to one another and share our experience and insights, pooling our resources when necessary. So, can I exhort you to get other tutors to join; to be ambassadors for our profession. Tell them about our resources, our services and our events - particularly the conference. Get them to connect with us on social media; get the word out.

And for you, our existing members, contact us if you'd like to participate on a panel; have the confidence to stand in the next board election, just get involved! Help us accelerate the great progress we are making. I truly believe that our Association has a pivotal role to play in getting our profession valued and regarded in the way it should be. The faster we grow, the greater the resources at our disposal. The greater the resources at our disposal, the more we can do to positively influence the way the world perceives us.

Members commented as follows:

1. Why was the Association not a charity? (JH)
2. The Board had considered this some time ago. At present the objects of the Association were not charitable and do not fall within the definitions of section 3 of the Charities Act 2011. Membership bodies and membership are not considered charitable. The Association could consider changing its objects to fall within section 3 (b) of the act; "The advancement of education". (CL)
3. It was suggested that if the Association was to register as a charity then lottery funding may be available. (PF)
4. It was agreed that the Board would consider this further. (AM)
5. The recent member communications had been impressive but to what extent had the members interacted? (RE)
6. Responses to the Association's communications had been good in particular the call for articles and blogs. A number had now been published on the website. The call for papers for the national conference had produced a strong response with more material than could be used. In addition, members had volunteered to join panels and forums. (AM)
7. Simon de Pinna volunteered to join a forum. (SP)
8. It was suggested that the Association create an online national register of tutors and tutoring companies which could contain some basic details including contact and website. It could be operated on an opt in basis. This would enable members to promote themselves and also help the public to find appropriate tutors. (AN)
9. This was being considered by the board. In the early days of the Association it was considered too sensitive to do, given that certain member companies were doing the same as a business. Also, the Association did not wish to appear to be in competition with its members. However recently the landscape had changed and these issues were no longer as sensitive and before. (CS)

10. The main focus of the Association had been on professionalism and the code of practice and encouraging tutors to join. It was agreed that the Board would now consider this proposal. (AM)
11. What relationships did the Association have with the examining bodies as there was a need for the profession to be consistently updated regarding syllabus changes and the like. (SP)
12. The Association currently had no relationships with the examining bodies or access to their information. Given their number and the sheer quantity of subjects and information it was not a service the Association could consider providing at present given its resources. (CL)
13. Access had been obtained to the backend of Edexcel's website for maths by one member he had been able to access the papers for 2016. (MB)
14. It was agreed that this issue would be reviewed by the Board. (AM)

The report was received unanimously.

Proposed: Emma Swanson

Seconded: Merlin Bevan-Stevenson

AGM 04/17 Treasure's report on behalf of the board for the year ending 31st March 2016

The Honorary Treasurer (TM) referred members to his report his report previously circulated and commented that:

- a) The Association had made very considerable progress with consistent growth over three years and with membership up by a third on the previous year and income growth of 21%.
- b) In addition, the reserves had grown and costs of the planned national conference had already been covered and 70 delegates had booked. The Association was targeting 12 bookings a week and it was felt that the conference would be over subscribed. The conference had strong line up of speakers and the Association had attracted a number of sponsors and exhibitors.
- c) Once the Association reached 1000 members the finances would be transform and more resources would be applied to membership administration.
- d) The Association had identified a suitable membership software package which it sought to acquire later in the year. This would provide the tools to administer the Association more efficiently but it would also provide a wide range of marketing tools to enable the Association to grow.

Members commented as follows:

1. Had the Association compiled an aspirational list of potential sponsors for next year? (PF)
2. The Board had compiled a list of some 50 potential sponsors which had all be contacted. Currently Galore Park and Letts Publishing had taken up gold and silver sponsorship packages. Exhibitors had already been secured. Many companies had confirmed that they wish to participate and these were being followed. (CL)
3. Was the list private and could be circulated to members who may be able to add companies known to them and effect an introduction? Also, they could approach these companies directly. (MB)
4. The Association was happy to circulate the list and seek suggestions form the membership. (CL)
5. Members were advised that the Association had commenced the planning of the national conference much earlier this year and had drawn up lists of potential sponsors and that there had been a number of appeals to the membership. The President's work for the Association had been prodigious throughout the year all in a voluntary capacity for which he was to be complimented. (CS)
6. All the Association's affiliate members had been approached. The market was quite fragmented but exhibitors were being pursued. It was expected that the Association would achieve its planned sponsorship income target. The Association was reliant to large extent on volunteers and that it now was in a position of hiring staff to assist with the admin burden. (AM)
7. What would the Association do with increased surpluses? (RE)
8. As a not-for-profit voluntary membership body, the organisation is not here to make surpluses per se however what is made will be reinvested in the membership, marketing and membership benefits. The administration will also be strengthened. (CL)

The Treasurer's report was received unanimously.

Proposed: Julie Harrison

Seconded: Tom Maher

AGM 05/17 The Composition of the board for the ensuing year 2016/17

The Secretary announced the composition of the new board for the ensuing year as:

Adam Muckle MTA President

Tim Morris ATA

Richard Evans MTA

Will Orr-Ewing ATA

Ariane Mercurius-Taylor MTA

William Petty ATA

Ambika Pindoria MTA

Fredrick Sugarman-Warner MTA

Chris Sanders MA

Emma Swanson ATA

Chris Lenton FTA, ACCA, FCIS Chief Executive & Secretary

The meeting concluded at 3.19 pm.

Chris Lenton

Chris Lenton FTA, FCCA, FCIS, FCIM

Chief Executive & Secretary

26th July 2017