

**PROFESSIONAL LIVERPOOL LIMITED**

**MINUTES OF THE ANNUAL GENERAL MEETING**

**HELD ON THURSDAY 19 NOVEMBER 2020 at 11.00 a.m.**

**BY ZOOM VIRTUAL MEETING**

**PRESENT**

Ainsley Briscoe	Nugent
Amanda Townley	K2 Architects
Andrew Tallents	The Tallents Partnership Limited
Andy Webster	MHA Moore and Smalley
Anne King	Steven A Hunt Associates Limited
Beth Locke	Liverpool BID Company
Elaine Courtney	Courtney Recruitment
Emma Stoddart	Emma Stoddart/PL
Gareth Hitchmough	Grant Thornton UK LLP
Garry Banks	Arup
Gary Owens	Metro Bank
Gordon Andrews	Bathgate Business Finance/PL
Hazel Kennedy	University of Liverpool Management School
Irene Afful	Ametrine Coaching & Consultancy
Jeff Cummins	AFM/MSIF
John Dean	Dunham Dean Advisory
John Hall	Individual
John Lowe	Bolland & Lowe
Kieran Donovan	Weightmans LLP
Lucy Byrne	dot-art
Matt Noon	Hill Dickinson LLP/PL
Neil Sturmey	Grant Thornton UK LLP
Paul Jasper	Coresafe Consulting
Peter Eustance	Peter Eustance
Phil Adams	Langtons/PL
Philip Rooney	DLA Piper/PL
Simon Walker	Quilter Cheviot Investment Management/PL
Stephen Fisher	LIVERPOOL JOHN MOORES UNIVERSITY
Steve Stuart	Growth Platform
Stuart Reed	Courtney Tender Services
Tracy Goodwin	Herman Miller
Vijay Ramburuth	LYFE

**IN ATTENDANCE**

Andrew Ruffler	Chief Executive, Professional Liverpool
Alex Clark	Professional Liverpool
Keri Stanistreet	Professional Liverpool
Rory Caine	Professional Liverpool

## **1.0 Chairman's Welcome & Introduction**

PR welcomed all guests, thanking them for their attendance at this, the first virtual AGM of Professional Liverpool. Thanking them for their support, he remarked how bizarre it was that a year ago the AGM was an event in the Town Hall, and marked the end of the tenure for previous CEO, John Hall. He recorded PL's thanks once again to John for all he contributed to the organisation. Andrew Ruffler, the new CEO, took up leadership on 1<sup>st</sup> April with dedication and drive, and Philip thanked him for his continued hard work. He also thanked the PL team, Alex, Rory and Keri for keeping the organisation's high-quality output, and the chairs of the sub-sectors. He confirmed that a poll would be running for each of the resolutions in the agenda, and the Q&A or chat option would be available for questions and for attendees to raise points.

## **2.0 Apologies for absence**

No formal apologies were received in advance by the Professional Liverpool team for this AGM.

## **3.0 Minutes of the Meeting held on 21 November 2019**

The minutes of the meeting held on 21 November 2019 were approved and signed by the Chairman as a fair and true record of the proceedings.

## **4.0 Chief Executive's Report**

- 4.1 Andrew Ruffler, Chief Executive of Professional Liverpool, thanked members for their attendance at the AGM. After a strange beginning to his new role, given the national lockdown announced a week before, he now feels the company is on surer footing.
- 4.2 Events surrounding the pandemic led to no handover period from John Hall, the cancellation of the Cannes Do and a complete reworking of the programme to "go digital".
- 4.3 It was essential to show that Professional Liverpool was "still there" for the membership, and that Professional Liverpool continued to provide relevant information, knowledge and intelligence that was needed to enable the member businesses to stay operational.
- 4.4 The operational team coped admirably, and Andrew thanked them for this. Adapting the output, maintaining relationships with members, encouraging the timely renewal of memberships and bringing in new organisations to the community was key.
- 4.5 With these adapted outputs, we saw:
  - The Sales Dojo not only maintain but strengthen attendee numbers at their events for the entire calendar.
  - Tony Reeves & Claire Slinger from Liverpool City Council, as well as Metro Mayors Steve Rotheram and Andy Burnham, as speakers for webinars, as well as many other high-profile speakers.
  - An expanding working relationship with local authorities in Liverpool, as well as pro-Manchester.
  - An increased social media presence on Twitter, LinkedIn and Instagram with growth in followers and engagement. PL began sending a weekly e-newsletter to keep membership informed with the latest developments, which had adopted a fortnightly schedule. PL commissioned a culture-based thought piece series, including directors of the Biennial and TATE Liverpool, again showing the same high-quality output of Professional Liverpool.

- 4.6 PL retains its key position at the heart of the city region business ecosystem. We are looking forward to developing relationships with the City Council, BID Company, and the LEP. Matt Noon, Ben Miller and Jan Peters all sit on the PBS Board, providing the key link to show Professional Liverpool's position in growing and developing the city's business sector.
- 4.7 Professional Liverpool has sought to access COVID-19 related financial support, to allow the organisation to continue to serve the members and explore future opportunities. We joined the Growth Platform's Sustain programme; courses like these are key to the strategies for PL's approach in a post-COVID-19 business environment.
- 4.8 A digital approach currently remains the best approach, but we recognise that physical events will return at some point. PL going forward will need to adapt its output and combine both forms. Digital allows us to also extend our reach geographically.
- 4.9 We wish to influence, inspire, and innovate. These key themes in our new strategic plan will be underpinned by key principles including education, and equality and diversity.
- 4.10 Andrew thanked the board for their support and their belief, and John Hall for leaving Professional Liverpool in such a strong position to be able to weather this crisis. He also thanked the Professional Liverpool team, who have not only kept the organisation running, but have increased its outputs, and its value to the members.

## **5.0 Treasurer's Report and Presentation of Accounts**

- 5.1 The Treasurer, Phil Adams, delivered his presentation of the statutory accounts for the year ended 31<sup>st</sup> March 2020 that had been circulated prior to the meeting. He also took the opportunity to thank the board members for their support.
- 5.2 For the year to 31<sup>st</sup> March 2020, turnover increased by 25% across the year. £19,000 of this was from subscription income stemming from the rate increase. The further £15,000 came from sponsorship income. As of the year end, Professional Liverpool had 446 members. In contrast, overheads increased by only 3% year on year due to recruitment costs of £5500 and an increase in staff costs of £9,000, partly arising from the crossover of the old and new CEOs. This was offset by the previous amortisation of the website, at a charge of £8,000. As a result, the organisation has made a surplus of £17,774 for the year, compared to a loss of £13,294 for the year to 31<sup>st</sup> March 2019.
- 5.3 At 31<sup>st</sup> March 2020, reserves were £67,705, compared to £49,931 at 31<sup>st</sup> March 2019.
- 5.4 Professional Liverpool has been affected by the pandemic, but, having made use of a Bounce Back loan, the organisation has enough money to continue operations as a going concern.
- 5.5 The Treasurer thanked the team for their efforts in helping with the accounts, as and when required.
- 5.6 Accounts were approved by members via a poll.

## **6.0 Re-election of Directors standing down by rotation:**

- 6.1 Directors: The Chairman presented details of the current Board members. PR thanked the Board members for their assistance in keeping the organisation afloat during the pandemic.

Re-appointment of Directors: In accordance with the Memorandum and Articles of Association the following Directors were standing down in rotation:

- a) Phil Adams
- b) Philip Rooney
- c) Ms Jan Peters
- d) Mark Davies

Under the requirements governing periods of service as a Director, Ms Jan Peters was obliged to retire from the Board. The Chairman recorded his thanks to Jan for her service to Professional Liverpool. Phil Adams, Philip Rooney and Mark Davies were, however, eligible for re-election.

**The members in attendance were in favour of the re-election of Philip Rooney, Phil Adams and Mark Davies as directors and none were against the motion. The motion was carried unanimously via individual polls.**

## **7.0 The election of new Directors**

7.1 Appointment of Directors: The Meeting was advised that the Board recommended the election of Ms Irene Afful as Director.

**The members in attendance were in favour of the election of Ms Irene Afful as a Director and none was against the motion. The motion was carried unanimously via poll.**

7.2 Appointment of Directors: The Meeting was advised that the Board recommended the election of Ms Helen Legg as Director.

**The members in attendance were in favour of the election of Ms Helen Legg as a Director and none was against the motion. The motion was carried unanimously via poll.**

7.3 Appointment of Directors: The Meeting was advised that the Board recommended the election of Mr Matthew MacLaren as Director.

**The members in attendance were in favour of the election of Mr Matthew MacLaren as a Director and none was against the motion. The motion was carried unanimously via poll.**

## **8.0 The election of Officers**

8.1 Chair: The Meeting was advised that the Board recommended the election of Mr Philip Rooney as Chair. There were no other nominations received for the position of Chair.

**The members in attendance were in favour of the re-election of Mr Philip Rooney as Chair and none was against the motion. The motion was carried unanimously via poll.**

8.2 Treasurer: The Meeting was advised the Board recommended the election of Mr Phil Adams as Treasurer. There were no other nominations received for the position of Treasurer.

**The members in attendance were in favour of the re-election of Mr Phil Adams as Treasurer and none was against the motion. The motion was carried unanimously via poll.**

8.3 Company Secretary: The Meeting was advised that the Board recommended the election of Mr Philip Adams as Company Secretary. There were no other nominations received for the position of Company Secretary.

8.4 **The members in attendance were in favour of the re-election of Mr Philip Adams as Company Secretary and none was against the motion. The motion was carried unanimously via poll.**

9.0 **AOB**

9.1 The Chair thanked all attendees for their support. He hoped that guests would take away from the Chief Executive's report the plans and hopes for the future, and the increasingly key role that Professional Liverpool has been playing with the governance entities in the city region in helping them to recover the economy. The Board, and Professional Liverpool are keen to continue to nurture that relationship.

Meeting closed at 11:31am.