Association of Event Venues Ltd
Company Number 05152713
Annual General Meeting
Tuesday 16 September 2025, 12:45
NEC Boardroom
Birmingham B40 1NT

MINUTES

Attendees:

Kerry Villa (KV) - Vice chair	ACC Liverpool
Max Bull (MB)	Business Design Centre
Paul Michael (PM)	Coventry Building Society Arena
Jeremy Rees (JR) - Treasurer	Excel London
Paula Lorimer (PL)	Harrogate Convention Centre
Lori Hoinkes (LH)	Manchester Central
Andy O'Sullivan (AO)	Olympia
Rob Wicks (RW)	P&J Live
Dan Thurlow (DT)	SEC
Alison Griffin (AG)	Telford International Centre
Ian Taylor (IT) – Chair	the NEC
Rachel Parker (RP)	AEV
Dani Bull (DB)	AEV
Dino Gazzi (DG)	AEV

1. Apologies for absence and to note proxy representation.
Apologies were read from Jackie Boughton (Barbican), Sarah Marshall (Farnborough Int. Exhibition & Conference Centre.) and Steve Sayer (The O2). There was no proxy representation.

2. To approve the minutes of the last Annual General Meeting held on 16 September 2024.
The minutes of the last AGM held on 16 September 2024 were proposed by MB as an accurate record and DT seconded.

3. To receive the Chair's report.
The AEV Chair, IT delivered his Chair's report (see appendix 1).

4. To receive the Treasurer's report.
The AEV Treasurer, JR delivered the Treasurer's report (see appendix 2).

5. To confirm the adoption of the Accounts for the period ended 31st December 2024.
After careful consideration the accounts were unanimously adopted by the meeting. PM proposed and JR seconded.

6. To reappoint Hillier Hopkins LLP as Accountants and Tax Advisors to the company at a remuneration to be agreed by the Board.
LH proposed and JR seconded. Hillier Hopkins LLP were reappointed.

7. To elect members of the Board.

One third of those appointed as Directors must retire each year. Under these rules, the following Board member was required to retire by rotation prior to the AGM and were seeking re-election:

Name	Company
Max Bull	Business Design Centre
Jeremy Rees	Excel London
Dan Thurlow	SEC
Alison Griffin	Telford International Centre

The following candidate has put himself forward as a candidate for election:

Name	Company
Richard Moorhouse	The Great Yorkshire Events Centre

There being 5 candidates for 5 vacancies, there was no requirement for a vote, and the following were elected/re-elected to the Board:

Name	Company
Max Bull	Business Design Centre
Jeremy Rees	Excel London
Dan Thurlow	SEC
Alison Griffin	Telford International Centre
Richard Moorhouse	The Great Yorkshire Events Centre

8. Other Business: To transact any other Ordinary business of the company of which due notice has been given.
No other ordinary business had been notified.

The meeting was formally closed at 12:55.

Appendix 1

AEV Chair's Report - Delivered by Ian Taylor, AEV Chair

Welcome to the AEV's Annual General Meeting, 16 September 2025.

Thank you for joining us today, I am delighted to welcome you all back to the NEC again.

I am pleased to report the association is in excellent shape. Membership, engagement, interaction and financial standing are all strong. You'll hear more about these aspects shortly.

Last year, I reported we reviewed the strategy to ensure it remains relevant and considered several key factors in this review, including:

1. the work of the EIA in commissioning Cavendish to oversee the government relations efforts of the wider group.
2. the income and reserves of the association which impact our capacity to undertake various activities.
3. the resources within the association available to pursue our projects and initiatives each year.

Recurring themes have also played a significant role in guiding our direction. Our Working Groups continue to be one of the most valued services and communities we offer. Currently, we run 22 groups, with 6 new groups launched this year following suggestions and feedback from members. These include Guest experience, Social value and Future Focus. There were 73 meetings (17 of which were face to face), 29 guest presenters, 1208 interactions over the past year and their participation and activity levels are at a record high.

We have also carried out two carbon literacy courses and our thanks go to BDC, Manchester Central and Olympia London for sponsoring.

I am delighted to say that membership has increased to XX. Despite a couple of losses at the beginning of the year, we welcomed the following new members: Queen Elizabeth Olympic Park, Gtech Community Stadium, Newbury Racecourse, Edinburgh ICC, UTAC Millbrook, Convene 22 Bishopsgate and Southbank Centre.

We discussed last year the topic of membership numbers and categories, and whether increasing membership volume would enhance the association. There is the consensus amongst the Board that our current membership of approximately 50, with its strong identity and prominence of key venues is effective.

We also welcomed two new universities to our academic associate membership: Liverpool John Moores University and University of Surrey bringing our total to 10. We have also rolled out a programme whereby members are able to sponsor academic membership which is starting to gain traction.

Our investment in partnerships with professional organisations continues to provide valuable expertise for members. Our technology partnership with Momentus Technologies has continued for a further year and we maintain strong relationships with NQ Legal who have created a Legal Support Hub on the website for members use.

Our advocacy efforts have entered their fourth year with Cavendish under the EIA banner. Under the new Government we have met with ministers, chairs of select committees, opposition members, and have responded to a number of inquiries Culture and Media Select Committee have held. For the first time we will be hosting a fringe event at the Labour Party Conference later this month where we will be advocating the impact and importance of business events.

We are looking to continue the Public Affairs activity in 2026 and will be shortly going out to tender to appoint or re-appoint an agency.

We have continued to invest in research with the 2024 SASIE Report and 2024 Economic Impact Study which highlight the industry's resilience and recovery. For the first time this year we partnered with the NAA to produce the annual salary survey due to be released imminently - this has proven to be a successful collaboration and provides deeper insight and comparisons for members to use.

Finally, I want to highlight our event calendar and in particular the annual AEV conference which has become a key event for the venue community. Each year it gets bigger and better, and last year we saw over 260 attendees at the ICC in Birmingham, thank you all for supporting this event. We look forward to welcoming you to Excel London on 14 November for a day of engaging and educational content.

I am proud of the continued progress made by our small but dedicated team. On behalf of the entire membership, I'd like to thank the entire team – Rachel, Kimmie, Alden, Dani, Kate for all their continued hard work and to welcome Dino who joined in January as the EIA Finance Director.

I believe the AEV is in excellent shape and does a much needed and important job representing both our industry and the interests of our businesses.

Appendix 2

AEV Treasurer's Report - Delivered by Jeremy Rees, AEV Treasurer

Treasurer's Report on the financial statements for the year ended 31 December 2024.
I am delighted to present the Treasurer's Report on the financial statements for the year ended 31 December 2024.
I'm very pleased to say that 2024 was another strong year financially for AEV.
The accounts show a profit after tax of £50,000. To put that in perspective, the previous year delivered a profit of £24,000, and our 2024 Budget had forecast a very modest profit of £2,000.
We also achieved our highest-ever turnover at £366,000 – an increase of £71,000, or 24% year-on-year.
So, what drove this increase? There was growth in all three revenue streams:

- Membership income was very strong, at £241,000 – up £17,000 thanks to both renewals and new members joining.
- Events delivered £107,000 – up £47,000 on 2023 – thanks to amazing support from sponsors and more than 240 delegates at our Conference
- Partnership income was £15,000, £4,000 higher than the previous year.

Turning to the costs
Naturally, Cost of Sales rose with this extra activity, but at a slower rate – up £45,000. This meant gross profit rose to £107,000, compared with £81,000 in 2023. The Cost of Sales comprises event costs and the Secretariat Fee from EIA - We continue to invest in the secretariat to support our growth and maintain high levels of service to members.
Regarding the overhead costs, these totalled £57,000 – a small decrease of £2,000. The main costs here is investment in Public Affairs.
Through the Events Industry Alliance – that's AEV, AEO, and ESSA working together – we are investing in a strong, united voice to engage with Government. Each association has committed £33,000 a year for last 4 years, primarily funding the work of specialist agency Cavendish
Elsewhere, with the rise in interest rates and cash reserves, we received Bank interest of £6,000 compared to only £4,000 in 2023.

Because of our "mutual tax status" with HMRC, we only pay corporation tax on non-member income and bank interest. With both of these increasing, the tax charge also rose – to £5,696.

Turning briefly to the balance sheet:

- Fixed assets are minimal, at £157, representing our shares in EIA.
- Current Assets total £513,000 made up of Cash at Bank and Trade Debtors
- Creditors total £289,000 and include £244,000 of deferred membership income, which is income received in 2024 for 2025.

- Net assets total £225,000, comprising £70,000 in the non-distributable Capital Reserve, and £155,000 in the Distributable Investment Fund Reserve.

In summary, 2024 has been a strong year, putting AEV in a very strong financial position. I am also delighted to say the results for 2025 are looking very good.

Finally, I would like to note that, to date, Hillier Hopkins have prepared AEV's annual financial statements but have not carried out an audit. Going forward, we are recommending that AEV undertakes an annual audit, and that Hillier Hopkins be appointed as auditors for the next financial year ending 31 December 2025. I therefore ask the meeting to formally approve this appointment.

Thank you.