



ASAP AGM – 5th December 2018

Venue: IoD, 116 Pall Mall, St. James's, London.

Attendees:

James	Foice	ASAP
Kim	Ashmore	ASAP
Charles	MCrow	Roomspace
Gavin	Pereira	Check-in-London.com
Doug	Greenwood	Cheval Collection
Patrick	Hegan	Flexi-Lets
Juliet	Howie	Oakwood
Evelyn	Haran	PREMIER SUITES
Kiri	Ballard	Globe Apartments
Robert	Alley	Roomzzz Aparthotels
Trine	Oestergaard-Stafford	House of Fisher
Liz	Devaney	Supercity Aparthotels
Richard	Whittaker	Oakwood
David	Smith	City Apartments Ltd
Tracey	Stephenson	Staying Cool
John	Wagner	Cycas Hospitality
James	Swift	Urban Stay Limited
Frédéric	Carré	The Ascott Limited

The purpose of the AGM is to present the Accounts for the financial year ending August 31st, 2018 and the proposal of the objectives for the next year.

Welcome by JF, introduction to the Treasury Group (TG) panel and review of the previous AGM minutes.

Jono Dennis asked when the directory would be launched. JF confirmed that the directory is now ready, and launch is imminent.

RW opened by saying that it had been a really good year financially for the association. He ran through the process of the TG adding that the group met on a quarterly basis ahead of the advisory board meeting. He advised members to visit the area on the website for full information. RW said that ASAP currently had £40k surplus with an expected final surplus of £100k. He explained that the majority of that money was already spoken for! RW also noted the plans for ASAP and CHPA to work in tandem with the corporate buying community's increased recognition of the ISAAP accreditation.

DG went through the 5-year plan for ASAP explaining how the association was to be taken forward. DG explained that serviced accommodation was a fast-moving industry in which ASAP was gaining ground with the corporate community. DG said that there were good building blocks in place for the future and ASAP was in a good place albeit with challenges ahead.

EH went through the income and expenditure for 2018. £543k turnover represented a growth of £66k on 2017. Key income areas were events, exhibition and conference with expenditure

on advertising, marketing and the Hub. Major expenditure was also planned on new, much needed, back end systems and a new web project.

TS presented the Directors report and review of business. Member numbers increased from 145 to 196 in 2018 and the number of Partners to 42. The QA process was now in 19 countries. There were 12 ASAP events including the convention.

JF said that the elections for the next Advisory Board members would start in May with information going out to all members.

Questions

Matthew Sabulis asked if ASAP could expand on training and development. **JF** said yes and that there were plans for the ASAP Academy to be expanded and enhanced. The main challenge was to cover the costs and so, if the members supported the courses, further expansion would be possible.

Gavin Pereira suggested having a conversation with ITM re training. **JF** explained that a suite of training products is a possibility but would need to be via an outside agency and again, only possible if supported and attended by the membership.

Robert Alley suggested surveying the members to refine which courses would be of interest.

RW said that Oakwood had tried the two-tier programme and been successful.

Trine Oestergaard-Stafford suggested that the lack of support could be down to the cost of the training.

Robert Alley suggested that online training could make the courses more accessible. **JF** said that it was difficult to get response from members and that a full review of all academy activity was required in 2019 as the process has become a drain on resources and a cost to ASAP.

JF closed by saying that ASAP was about visibility and credibility and that he was requesting a 'call to action' for feedback via the app.

Meeting ended at 13:45 hrs