

**MINUTES OF THE ANNUAL GENERAL MEETING OF  
THE PERSONAL FINANCE SOCIETY  
HELD AT 2PM ON TUESDAY, 20 SEPTEMBER 2022**

<b>PANEL:</b>	Sarah Lord (“Chair”)	President and Member Director
	Don MacIntyre (“DM”)	Interim CEO
	Caroline Stuart (“CS”)	Vice President, Member Director and President Elect

**A. WELCOME**

The meeting being quorate, THE CHAIR welcomed members to the 2022 Annual General Meeting (“AGM”) of The Personal Finance Society (“PFS” and “Society”) and explained the format and procedures of the meeting.

**B. MINUTES OF THE LAST ANNUAL GENERAL MEETING**

No comments being received, the minutes of the PFS AGM held on 14 September 2021 were approved as a true and accurate record of the meeting.

**C. REPORT OF THE BOARD**

**President’s Report**

THE CHAIR reported that

- a. The PFS and the Chartered Insurance Institute (“CII”) had reached an agreement in principle on a range of matters that would resolve past disputes. The fine detail was being discussed, but the aim was for updates to be available in the new year.
- b. The highest priority for the PFS board was to listen to members’ views, concerns and suggestions, and to represent and advocate on their behalf.
- c. Don MacIntyre had taken post as the PFS’s interim CEO. He had previously led the UK Cyber Security Council and brought considerable experience to the role.
- d. Caroline Stuart would shortly take post as President. She had worked in financial services for 20 years, providing paraplanning, technical and operational support to financial planning firms, and had previously served on the PFS Paraplanner Panel.
- e. In response to the cost of living crisis, PFS had agreed to freeze membership fees for the next two years.
- f. PFS was seeking to attract new and talented individuals to the profession, particularly from diverse backgrounds.
- g. Thanks were offered to the Board and to the membership for their intensive work to develop the profession and advocate for access to high-quality financial planning advice. This would be increasingly important as the impact of the cost-of-living crisis unfolded.

THE CHAIR provided some retrospective thoughts about her Presidency. Significant challenges had resulted from the PFS’s relationship with the CII, and balancing key service provision with operational independence and working in the best interests of PFS members. She maintained that negotiating these challenges outside of the media glare remained the best approach towards resolving these disputes.

**Business report**

THE CHAIR provided the business report:

- a. Since the 2021 AGM, 246 members had achieved associate and chartered financial planner status and 163 had become Fellows of the Society. A ceremony would take place

on 11 November 2022 for all graduates who had completed their studies during the pandemic.

- b. There were now over 7,800 Chartered Financial Planners, which provided evidence of the continued drive for professionalism within the advice sector.
- c. During 2021, digital CPD event attendance had been over 43,000 and over 1,700 members had attended face-to-face events.
- d. Good practice guides had been provided on sustainable investing, wills and IHT planning and using social media safely.
- e. The PFS's pro-bono education initiative, My Personal Finance Skills, continued to operate digitally and a network of 1,000 volunteers had delivered 700 education sessions to 25,000 students nationwide. Thanks were given to everybody involved.

## **Financial Report**

THE CHAIR provided the Financial Report:

- a. Profit on ordinary activities before taxation was £3.39m in 2021, which was an increase of £907,000 over 2020's reported profit of £2.49m.
- b. Total revenue in 2021 was £8.14m, consisting of £7.65m from membership subscriptions and £0.49m of event sponsorship.
- c. Total costs in 2021 were £4.77 million, which was a £992,000 reduction since 2020. Of these reductions, £644,000 resulted from a lower recharge of central costs from the CII and £216,000 from reduced conference expenditure. The remaining £132,000 reduction had been due to other cost reductions.
- d. The tax charge had increased by £1.64m in 2021 to £1.67m as a result of a provision for historic taxes based on a HMRC assessment. PFS was cooperating with HMRC with a view to arriving a final determination before the end of the year.
- e. Overall profit on ordinary activities after taxation was £1.72m. This translated to an increase in the PFS's net assets in 2021 to £15.71m, compared to £13.99m at year end of 2020.

## **Business activities in 2022**

THE CHAIR summarised 2022 business activities to date:

- a. To date nearly 5,500 members had attended more than 70 face-to-face regional events and an additional 13,000 had participated in digital or hybrid events.
- b. In addition to events focussing on specific business areas, a series of monthly sessions allowing paraplanners to network and share examples of good practice had been launched.
- c. in January 2022, a series of videos had been launched that helped to explain the value of professional body membership.
- d. In April 2022, a career development platform called FutureMe had launched, which provided interactive self-assessment tools and e-learning.
- e. The My Personal Finance Skills education initiative, with support from EATT, would return to provide face-to-face workshops in schools. This had recently been approved as a financial education module of the Duke of Edinburgh Bronze Award.
- f. The Member PERKS affinity benefits programme, which allowed members to make cost-of-living savings, continued to grow. A Health and Wellbeing Hub had been added to support improved physical and mental health.
- g. SOLLA Later Live Adviser Accreditation had been formally recognised as counting towards achieving Fellowship status
- h. The Festival of Financial Planning taking place on 1-2 November 2022 would showcase and celebrate the PFS's work – further details and registration were available on [www.pfsfestival2022.org](http://www.pfsfestival2022.org).

#### **D. IN CONVERSATION: DON MACINTYRE (INTERIM CEO) AND CAROLINE STUART (PRESIDENT ELECT)**

THE INTERIM CEO had recently taken post. He expressed confidence in the PFS' leadership team and laid out his key priorities for the coming year:

- Building the profile of the PFS and building confidence and trust in the membership.
- Recognising that new consumer duties would lead to additional compliance requirements, capitalising upon the opportunities to better serve clients by sharing guidance and good practice.
- Developing a clear strategy and business plan for raising the profile of the organisation and communicating the benefits of financial planning to consumers.
- Building permanent infrastructure.
- Resolving the relationship between PFS and the CII. Once operational infrastructure had been put in place, he was confident that a strong and effective symbiotic relationship could be maintained.
- With regards to the PFS financial reserves, these should be invested on behalf of the Membership to build a profile for the profession. This would be a significant effort and good governance, board approval and alignment with the PFS objects and articles of association would be adhered to throughout.

#### **E. MEMBER QUESTIONS**

THE CHAIR reported that a large number of questions had been submitted before the meeting and would be addressed by common theme to help cover as many key topics in the available time permitted.

##### **Governance**

- THE CHAIR categorically stated that she had not been offered any role in the CII or on the CII Board. Over her term as President, she had solely been focussed on her role as Chair of the PFS board and had fought hard for the best interests of PFS members. Although her term as a PFS board member had ended, she had agreed to remain as an observer and advisor to the board for 12 months.
- In response to questions about the PFS and CII's relationship: THE CHAIR confirmed that PFS had been in active discussions with the CII around changing the relationship for the benefit of PFS members. These negotiations were taking place in private and were progressing positively. It was hoped that a new relationship would be confirmed by the end of the year.
- In response to questions about the CII exercising its powers to flood the PFS Board: the PFS board had not received a substantive rationale for deregistering the PFS, did not believe that such an action would best represent PFS or CII Member interests and were unaware of any current threat for this to happen.
- In respect of the Interim Chief Executive's lack of sector experience: THE INTERIM CHIEF EXECUTIVE emphasised his experience in delivering organisational transformation and change, of working in membership bodies and in building organisational infrastructure. It was further noted that PFS could draw upon considerable financial planning experience, should sector experience be required.

##### **Finance**

- The PFS was in a stable position, had accumulated healthy reserves over the years and the Board was seeking input from Members over how these might be used. These funds needed to be used in line with the objects of the Articles of Association and the interests

of members. One of the first uses would be to freeze membership fees for the next two years to support members during the cost-of-living crisis. Additionally, the PFS had recently secured access to £10m of its reserves and was in dialogue with the CII's leadership over how funds would be handled in the future.

### **Professional Advisors**

- The PFS Board had made the decision to appoint professional advisors to provide skills, expertise and advice. Farrer & Co and Evelyn Partners were supporting the PFS Board in negotiating a new relationship with the CII. DRD Partners had been engaged to assist with communications.

### **Services and Exams**

- PFS were aware that exam provision and delivery had fallen below the expected standard and this was unacceptable. Rectifying IT issues around qualifications and exams was an urgent priority. Apologies were given to members that had experienced a subpar service.

### **Policy and Public Affairs**

- A policy team, led by Dr Matthew Connell, represented the personal finance profession through engagement with the FCA and other key stakeholders. Non-executive directors did not participate in these activities directly. Policy engagement was a key strategic focus and would be reviewed in the near future.

## **F. VOTING RESULTS**

THE CHAIR declared the results of the vote on the resolutions set out in the AGM Notice as follows:

The ordinary business of the Annual General Meeting as prescribed in the Articles of Association (Article 6.2):

1. That the Report and Financial Statements of the Society for the year ended 31 December 2021 be received and considered. – **PASSED**.
2. That Crowe U.K. LLP be appointed as Auditors of the Society for the financial year ending 31 December 2022 and that the Directors be authorised to agree their remuneration. – **PASSED**.

The special business of the Annual General Meeting, as prescribed in the Articles of Association (Article 6.2):

*(Note: Sarah Lord retires as a Member Director having completed her maximum permitted term under Article 9.12.)*

3. That Vanessa Barnes, who retires by rotation as a Member Director of the Society at this Annual General Meeting, be reappointed as a Member Director as approved by the Board of Directors. – **PASSED**.

## **G. PFS PRESIDENCY**

Her term of office having ended, THE CHAIR handed over the Presidency to the President Elect.

THE PRESIDENT ELECT thanked Sarah Lord for her service and hard work for the PFS, thanked the PFS Board for electing her as President, and looked forward to ensuring another successful year for the PFS, its membership and the consumers they served.

**H. ANY OTHER BUSINESS**

There being no other business, the AGM closed at 3pm.