



**Swansea Bay Business Club**  
**Minutes of the AGM – 14 November 2025 at 10:30am**  
**Held at Delta Hotels by Marriott Swansea**

**President:** Amy Seppman

**Present:** Michael Jones, Micheal Morgan, Mark Sullivan, Jonathan Richards, Angela Windsor, Amelia Eccleson-Davies, Mollie Griffiths, Mandi Gwynne, Natasha Fulford, Andy Furlong, Andrew Downie, Kirsty Morgan, Souiful Alam.

**Apologies:** Gareth Thomas, Brian Jones, Louisa Huxtable-Thomas, Alison Vickers

*The Annual General Meeting started at: 10.25am*

The President thanked those for attending the AGM following the Bank of England Breakfast event.

The President reminds attendees of the Mission and Vision for the Club to set a standard across the Club for the benefit of Club Members and businesses across the region.

- **Club Vision** - To create opportunity for every business in the Swansea Bay Region.
- **Club Mission** - To be a high calibre relationship building community for the transformation of regional business.
- **Club Values** - To be a considerate and welcoming Business Club, acting with integrity and transparency.

The President mentions that the conversations following the Breakfast Event before the AGM is an example of how welcoming and warm the Club is. The President also emphasises the importance of transparency to the Club Board, noting the publishing of the Club Policy document to ensure following of procedures and consistency.

The President proposes the minutes of last year's AGM presented on 15<sup>th</sup> November 2024. Michael Morgan seconds the minutes.

## **President's Update**

The President celebrates another successful year for the Club, sharing that many attendees have described the events as warm and welcoming. In consideration of the events this year, it has been decided that the ideal number of memberships is 500. This is to ensure the Club is able to operate to the best possible standard.

To ensure that the Club is delivering on its vision, mission, and values, the President informs members that there is discussion of creating a subgroup in West Wales. As the mission of the club is to grow, this would be aligned with the Club's goals.

The President is delighted to announce that in her two year tenure, the Club has raised an astonishing £46,000 for the Chosen Charity, Faith In Families.

As the Club moves into the new year, and with Jonathan Richards assuming the role of President, the current standing President emphasises the importance of ensuring that all tasks continue to be managed effectively. The President highlights how she has put a great amount of volunteer work into the club in these last two years.

With the Club's ongoing evolution, it is essential that administrative capacity grows accordingly, allowing the team to remain aligned with consistent and well-informed decision making. To acknowledge this, the fee paid to reTHINK, the Club administrators, will be increasing. In addition, there has been an agreed arrangement with Craig, to deliver IT support at each of the 2026 Club events.

The President announces plans to introduce a platinum membership tier to be added to events next year, this will help cover additional costs.

The President thanks Swansea University for their excellent support as season sponsor and extends thanks to Thomas Carroll who will be taking over as season sponsor in 2026. She recognises appreciation to Gareth Danks Photography and Diyan Kantardzie of Innovation Photography, who have been volunteering their photography services to the Club's events thus far. Acknowledging how generous this is, the Club has stated that they will pay for the Club photography from 2026

onwards. The president extends appreciation to club partners; JCP solicitors, Morgan and Morgan, NETBOP, and reTHINK, for their extensive help.

The President announces there are no unplanned Board Member resignations this year, however there are two planned retirements, Alison Vickers (Treasurer) and Mike Morgan (Immediate Past President). They will be leaving at the end of December 2025.

The President extends sincere thanks to Bevan Buckland, for their continued support with Michael Jones, stepping in to replace Alison as Club Treasurer in January. Appreciation is also expressed to the Board, acknowledging that while they are members of the Club, they are also friends.

Gratitude is conveyed to all Members for being part of the Club's journey, particularly in a year that has seen exceptionally strong engagement and participation. The President expressed her sadness at seeing this chapter as President come to a close.

The President shares that Faith in Families have expressed profound appreciation not only for the funds raised on their behalf, but also for the significant visibility and awareness generated through their role as the Club's Chosen Charity.

## **Treasurers Report**

As Alison was unable to attend as Treasurer, incoming Treasurer for 2026, Michael Jones, is representing Bevan Buckland to share the 2024 Swansea Bay Business Club Financial Report.

He emphasises the great change in figures for the Club this year, with thanks to becoming VAT registered.

Luncheon Sales are at £54,000 this year, with memberships and sponsorship staying consist to the previous year, at £37,000.

The Club's financial surplus has increased from £10,000 in 2023, to £14,000 in 2024. All financial decisions have been implemented effectively, resulting in no outstanding debtors this year due to required payment upfront and reduction in invoices provided. Additionally, a significant proportion of event income was received in advance of the events taking place.

The Club has experienced numerous changes over the past year. The accounting services have been provided at no cost by Alison, and the treasury position continues to operate free of charge, with thanks to Bevan Buckland's team for their assistance with financial matters.

The financial performance for this year was strong, Club members can see further details below.

*The Annual General Meeting ends 10:43.*