



CLUB SUPPORT FACTSHEET

ANNUAL GENERAL MEETINGS (AGM)

This factsheet provides clubs with guidance and ideas on running an engaging AGM.

An AGM is a meeting held once a year by community sports clubs, groups and organisations. An AGM gives clubs the opportunity to update their club members on a range of matters, make important decisions, elect committee members and input into the clubs future direction.



Why are AGMs important?

An AGM is a statutory requirement for many organisational structures including; companies limited by guarantee, companies limited by shares, charities, community interest companies, cooperatives, community benefit societies or a Community Amateur Sports Club (CASC).

However, even if your organisation is structured in a way where an AGM is not a mandatory requirement there are still a number of benefits in running one, including:

- Providing the chance to share or reiterate the clubs values, purpose and mission to ensure awareness and encourage buy-in across stakeholders
- Enabling clubs to showcase successes, encouraging reflection on the past year and planning for the future
- Promoting transparency and accountability by allowing club members to feed into decision-making processes which will support democracy and encourage open debate
- Allowing club members to ask questions, gain clarity and hold the key decision-making body to account

What might an AGM cover?

A number of points should be covered in an AGM, and you could include items specific to your club too.

It is also good to set clear objectives in advance. Typical agenda items include:

- Welcome and apologies
- Previous AGM minutes and arising matters
- Reports from key personnel
- Presentation of annual accounts
- Planning for the upcoming year
- Any amendments to documents, policies and procedures
- Election of committee / board members
- Any other business – questions which have either been submitted beforehand or invited on the day

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Making your AGM great, not just necessary

AGMs aren't just a time for formal, legal, and financial issues but they're also a good time to inspire members and motivate them to continue as part of the club. There's no perfect recipe for inspiration unfortunately, but there are a few things we hope can inspire you to inspire others.

1. Storytelling

People love a good story and if you can tell a story, you can make people listen. The AGM is a good opportunity to help members understand the story of your club better and give them a real connection to your club that's not just based on numbers.

Human interest stories such as a club member sharing their club experience, the support they have received and the impact on their performance as well as social skills and wellbeing will really resonate with your members.



2. Have someone present a previous or an ongoing project or initiative

At the AGM you might want to encourage a club volunteer to talk about a key club project or initiative that they've been coordinating across the year. This helps make your club members feel a part of the club culture and builds a positive volunteer culture by showing appreciation.



3. Be a visionary

The AGM is the perfect opportunity to share your visions of the future and the coming year. This will help you feel like the decisions you make are supported by club members down the line and it will also help inspire and encourage visionary thinking overall.



4. Recognise

Whilst most clubs will hold annual award events, clubs could consider how they recognise clubs members successes and achievements. This could be athletes, runners, volunteers, coaches or officials. A simple acknowledgement of achievements and a thankyou goes a long way.



5. Social aspect

Many people are members of athletics and running clubs for the social aspect. Consider how you could use the AGM as a social event, bringing members together outside club training and competition. For example, quizzes, race nights, a party, or a buffet.



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“The truly inspiring AGM intentionally focuses on inspiration and motivation just as much as the financial part of things. Therefore you'll want to make sure you don't prioritise numbers over inspirational content just for the sake of it”



Before your AGM

- When organising an AGM it is important to plan and prepare properly. A club's secretary is traditionally responsible for organising the AGM but it is good to involve others, such as the chairperson, treasurer and volunteer coordinator, who can be assigned specific roles and responsibilities to share the workload.
- Check your constitution for any information relating to how your AGM should be run. This may include specifications like how many members must be present to make the meeting quorum and any voting processes including in person, online or by proxy, where someone is authorised to vote on another's behalf. Communicating these processes and ensuring everyone understands them in advance will reduce any misunderstanding on the day of your AGM.
- Produce a timeline of what needs to be done and by when. This could include key elements like giving people enough notice of the AGM, setting deadlines for nominations, arranging voting for those who cannot attend and submission of questions.
- Consider social media and email promotional assets such as infographics and videos to encourage club members to attend the AGM.
- Encourage people to pre-register for the AGM so you can monitor attendance. This is useful to know in advance to support the logistics of the meeting, but also means you can track whether the meeting will be quorum.
- If your AGM is being held in person, choose an accessible venue for the meeting to ensure a wide range of people can attend comfortably if they want to. Also, try to minimise any additional cost that might be attached to attendance.
- If your AGM is online or you are taking a hybrid approach, ensure you have sourced the right technology and communicate how this works to enable attendance for anyone who is interested. Guidance on virtual meetings can be found on [Club Matters](#)



Consider how you can make the AGM a good experience for people and encourage as many people as possible to attend. For example, in person AGMs can be scheduled to coincide with training, matches or another event or function.

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During your AGM

- At the start of the meeting, consider setting out expected behaviours for attendees to ensure respect and democracy are prioritised.
- Ensure that copies of the agenda, governing document and other key documents are readily available in case of any queries.
- Record attendance and ask at the start of the meeting if anyone has any interests they might need to declare. If this is the case, these will need to be managed effectively.
- Record all actions and decisions made in the meeting minutes.
- If you choose to record the meeting (video or audio), alert all attendees that this is happening and reassure them this is solely for the purpose of ensuring the minutes are accurate. Recordings should be deleted once the minutes are produced.
- Make sure you follow any requirements and processes set out in your governing document fully. This will protect the outcomes of your AGM as it will make sure there are no grounds for any complaints, as well as supporting the effective management of the meeting.



After your AGM

- The minutes and actions from the AGM should be shared with all attendees. It is good to prepare these as soon as possible to ensure notes don't get lost or are misunderstood. Minutes can be posted online so those who didn't attend can read what was discussed and find out about the decisions made.
- Agree and arrange an appropriate handover from existing committee members to incoming personnel, to ensure they are effectively inducted and receive the support needed to begin their role.
- Think about how people are welcomed to their new role, as well as how outgoing members can be recognised and thanked.



Share updates on the actions and any changes agreed during the AGM throughout the year. This helps to keep people informed, but also shows that your club is committed to listening and acting on the views of its people.

- Depending on your legal structure you may be required to file any key documents such as your accounts with the relevant statutory authority.
- Create a summary video of the AGM focusing on the AGM experience and inspirational activities.

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