

## **ALEP Director's Report 2023**

Last year ALEP celebrated its 15<sup>th</sup> birthday; today, in a time of increasing challenges for the sector, we stand at 258 members. Regional numbers are growing, and we are delighted to see more firms take up additional office listings.

In 2022, we invested in a new ALEP website the benefits of which have been evident this year: a clearer structure for users, which has resulted in a higher level of enquiries. We continue to invest in Pay Per Click (PPC) advertising campaigns, as well as direct advertising on Facebook.

Our social following remains steady, and we would encourage all users to continue to engage with us on LinkedIn and Twitter.

We retain firm links with our sponsors – Kerry London and Zurich, who continue to support all our events, providing financial support – and service to our members. We are also pleased to receive the support and sponsorship of members and other non-member organisations for our event programme.

The sector has a growing conference market, and we welcomed a sell-out 240 delegates to our annual conference in October, which was held at One Great George Street. This followed our lecture in March, where 150 delegates joined us online. We have also delivered online training events, a panel session on the subject of the King's Speech, and networking events including ALEP on the Towns in London and Brighton.

Members and guests travelled to Hertfordshire for our golf day in May and, as usual, team ALEP ensured that the sun shone! The Seasonal Drinks Reception – always an ALEP highlight – is taking place tonight, and we look forward to raising a glass together.

Along with other key goals, we met two specific objectives in 2023: establishing PR and Regional Working Groups.

The ALEP PR Working Group has been established by the ALEP Advisory Committee with the core aim of helping to identify newsworthy topics, issues and events with which ALEP should be engaging, or on which it should be providing expert insights to the media and, where applicable, to other stakeholders and elected representatives.

In the regions, our active group is tasked with engaging with professionals – both members and non-members – and are planning events and in-person training for those who live and work outside of PCL. Our thanks go to our PR chair, Mark Wilson, the rotating regional chairs and all members who contribute to these groups.

We also engaged the services of Penny Norton, a new PR consultant in October, and this is already bearing fruit with a number of key headlines and interviews in recent weeks.

This year has seen a gear-change from Mr Gove and his commitment to leasehold reform as we have seen with the King's Speech, announcement of the Ground Rent consultation and, just last week, the introduction of the Leasehold and Freehold Reform Bill.

As an association with members who act for freeholders and leaseholders, our role is to act as the representative voice of the enfranchisement sector, influencing legislation to bring about positive change for all; as such we have always adopted an apolitical stance.

Mr Gove has signalled his intention to get the Bill passed by the next general election so we have lot to consider in the coming months as the Bill progresses. ALEP and its members will

continue to support DLUHC and the APPG, providing advisory and technical support on the key points of the Bill. It is vital that any reforms – and we agree that a degree of reform is needed - are workable in practice. Surveys on the consultation and reforms have been issued to all members.

We are very proud of all ALEP has achieved in the past 12 months and extend our thanks to Clare and the team that seamlessly manage the day-to-day operations and events. Our thanks also go to Lisa Carter who manages the finance and membership administration.

The successes and milestones achieved by ALEP in 2023 were made possible through the support of our members. Whether attending our events in person or online, actively participating in consultations and planning, or supporting the Association in various capacities, your commitment propels ALEP forward, ensuring its continuous growth.

As we draw 2023 to a close and wait with bated breath to see what 2024 brings, we would like to wish everyone all the very best and continued good health.

On behalf of the ALEP directors:

Mark Chick  
John Midgley