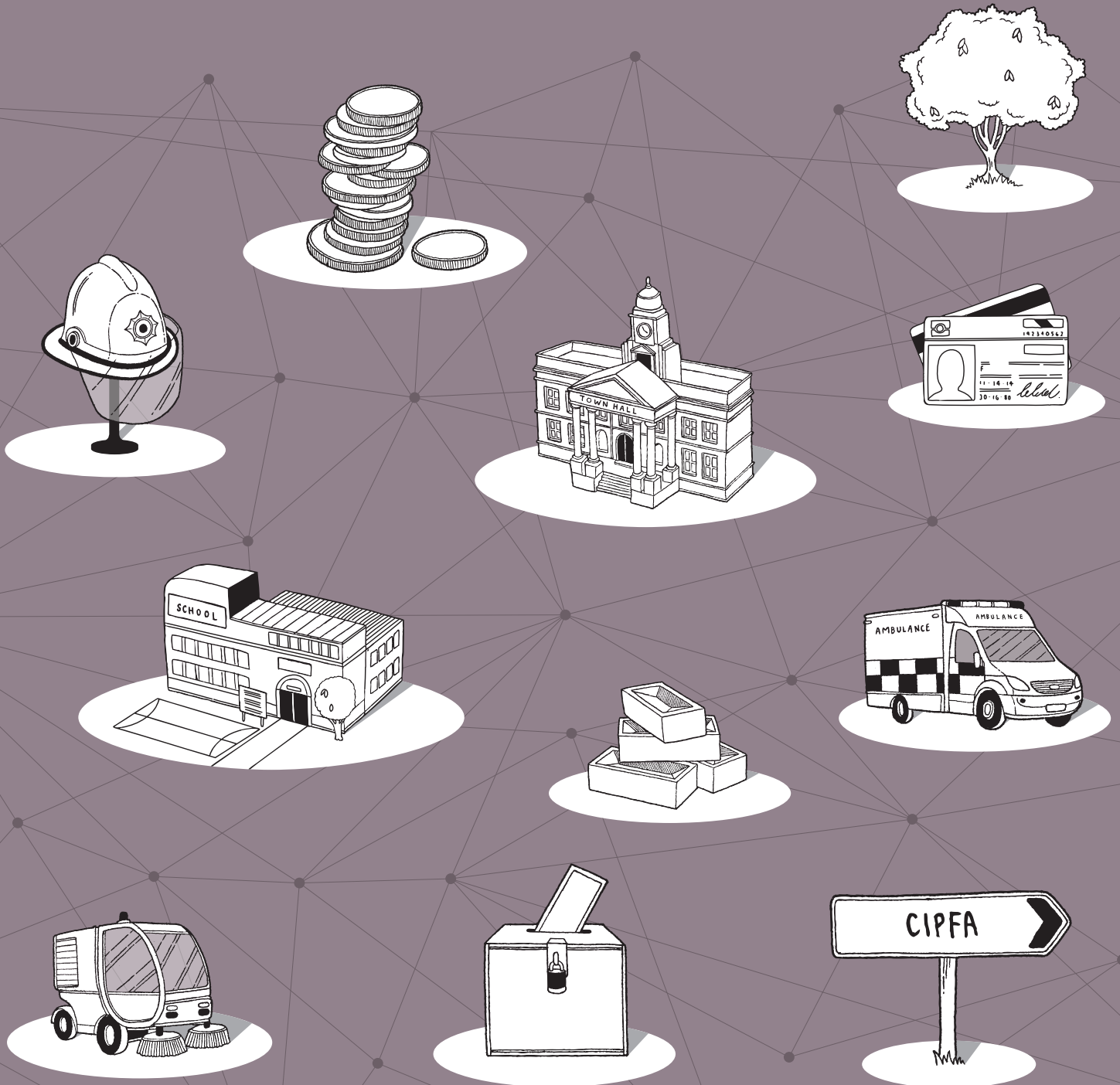


development plan framework



development plan framework

Vision:

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Ambition:

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Key Contacts:

(Provide name, email address and telephone no.)

President/Chair	
Vice President/Chair	
Secretary	
Web Editor	
Regional Treasurer	
Data Protection Officer	
Communications Champion	

Council Members:

(Provide name, email address and telephone no.)

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CIPFA Contacts:

(Institute to complete)

BD Lead	
Director Lead	
Marketing Lead	
Head of Corporate Partnerships	

regional snapshot

Members:

(By age)

BL4	
BL5	
Employers	
Retired Members	

Students:

Major employers	
Students	
Commercial	

Finances:

Opening balance 2017	
Planned Closing Balance	

development plan framework objectives

Voice: Communications

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
Members events programme Events programme to be delivered for year				
Newsletter Regular communication with regional and student members to raise awareness				
Webpage management Timely and accurate update of regional webpage				
CIPFA 'champions' in key bodies Develop the champions role and identify individuals willing to represent the Region and Institute				
CIPFA Voices Be the leading voice campaigning for good public financial management				
Communication with peer regions Share and disseminate documents, plans, information, queries, solutions				
Social Media Use social media to engage with students, members and stakeholders to: Raise brand and profile of CIPFA/the regions, Publicise events and news recruit volunteers, Set up groups or societies, Start discussion on topical issues to influence the political agenda, Build online communities				

development plan framework objectives

Voice/Member: Regional Engagement

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
Building a support mechanism for students and newly qualified members				
Recruit new students				
Employer Engagement				
University Engagement				
Ambassador Activities				

development plan framework objectives

Voice/Member: Regional Engagement Continued...

Byelaw 5				
Apprentice Scheme				

development plan framework objectives

Commercial: Sponsorship

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
Propose an annual £ target for sponsorship income				
Secure financial support from sponsoring organisations				

Voice: Policy

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
Increase the influence of the Branch, its executives and members				
Increase the Institute's visibility and voice in the region				

development plan framework objectives

Commercial: Use of resources

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
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Budget resources to support achievement of objectives and growth strategy				
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Commercial: Structure

What:	How:	Requested CIPFA support:	Who and by when:	Prioritisation/Progress to date:
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Ensure development plan is robust, achievable and can support realistic growth				
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targets and KPIs

Draft Events Calendar:

Month	Activity (CPD event, Branch Meeting, AGM, Dinner etc.)
January	
February	
March	
April	
May	
June	
July	CIPFA Annual Conference
August	
September	
October	CIPFA Regional Forum
November	
December	

targets and KPIs

Summary KPIs:

New Students	
By-Law 5 Members	
Employer Engagement	
University Engagement	
Ambassador Activities	
Sponsorship	
Net Finance Position	

Additional Notes/Supporting Info:



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