

# Regional development plan 2019

Name of Region: South East

CSE Council 30 January 2019

Paper SEO868

## Section 1 - Contacts

Details of board/committee members and their role within the branch, and any particular projects they have responsibility for.

*For example:*

<b>Position</b>	<b>Name</b>	<b>email</b>	<b>Telephone number</b>
President Vice President Junior Vice President	Amy Crowson John Barker Kathryn Long		
Secretary Treasurer Deputy Treasurer	John Barker Nicki Cooper James Cook		
Data contact (for DP compliance standards)	John Barker (as Regional Secretary)		
Events	John Barker		
Communications - our Website Administrator is current lead point	Lillian Manning		
Regional Student Network President Retired Members Group Leader NQM ceremonies organiser Regional Champions - -mentoring scheme Regional Hub Group Leaders (6 currently and a co-option to Regional Council is offered). CIPFA Council – elected members	James Kidd  Eric Keighley Lillian Manning  Tom England/Stephanie Mitchener Assist the Regional Secretary with local support for organisation of events. Lorna Baxter Christina Earls Richard Harbord Peter Kane Rosanne Nulty Joanne Pitt		
CIPFA Management Team representative			
President Vice President Junior Vice President	Amy Crowson John Barker Kathryn Long		

## Section 2 – Activities and achievements

Review of past year's activities: KPIs - Quantifiable outputs – Student and Member numbers - Key achievements - Commentary

We are the largest CIPFA Region in membership terms. We have c4800 members and students affiliated to our region. Our area has significant diversity - geographically, economically and culturally - so we seek to tailor our activities to reflect that. We strive to complement corporate CIPFA themes and initiatives as they develop and translate those into suitable content for our events programme. And we are always mindful of the Institute Presidential themes for each year and extend regular invitations for those to be shared first hand by the current President or Vice-President personally at our larger regional events. We liaise with other institutes and associations who have members working in public sector finance around our region.

Our 2018 calendar of events will be fully reviewed in our President's Report to our 2019 AGM. Annex 1 shows events already completed or planned for 2018.

We have delivered a range of activities to support our various membership needs which includes specific professional and/or technical learning (e.g. Developing Capital and Investment Strategies, compliance with updated Prudential and Treasury Management Codes), more general CPD needs – through awareness raising topics (e.g. Brexit, developing ethical guidance) and networking/social events plus welcome receptions for new students and formal certificate presentation to newly qualified members. They may be summarised as -

Membership Conferences - full days (5, including an annual residential 2 days and our Regional AGM /Spring Conference (March)

Morning or afternoon seminars (5 - in London and 2 regional venues)

Evening and lunchtime CPD sessions (our hub group meetings - annually 1/3 per group and 2 central London evening events)

Chairing CIPFA Property 'Better Capital Strategies' roadshow in London (August) and networking with delegates to identify how this topic could be best integrated into our future regional events.

Annual Regional Dinner in central London – 200 places

Newly Qualified Members certificate presentations at our Annual Dinner

Retired members group visits to places of interest and lunch – bi-annual

Regional Student Network welcome receptions, revision evenings and annual pub quiz.

A joint CPD and networking event (with ICAEW LSCA – a Brexit theme)

University Careers Fairs – support to Student Recruitment Manager with volunteer attendance at requested locations in our region

Events were regularly reviewed by Regional Council and delegate feedback, where presented, helped fine tune future events. Our Regional President's Annual Report to our AGM (Annex 2 for 2018) summarises our activity for the previous year and gives a flavour of the themes for the current year. Details of our planned events have been posted well in advance on our regional events webpages and were circulated to neighbouring regional colleagues. We have seen steady growth in the total available hours of CPD for 5 years running, a factor which helped us gain the 2017 Regional Events Programme of the Year Award.

Much of this has been possible because of our Regional Council's decision to continue to invest in our original Regional Development Project (now described as Extended Regional Support in our budget). We have continued to fund this partly from our reserves (and set some deficit

budgets initially which have been incrementally reduced as our events programme has developed and matured - partly through the ability to attract new and/or sustainable sponsorship through delivery of a robust programme). This investment has been applied to help ensure we maintain our role as a Regional Council in a robust and sustainable manner. Successful delivery of our extending programme is critically dependent on this regionally commissioned and funded 'day job' design and event management capacity.

Our present annual turnover is now over £60k – with a high dependency on sponsorship (around 50% of our budget) to deliver our planned programme. Our reserves are reviewed annually to comply with the corporate CIPFA guidance and remain at the minimum recommended level, given our diverse activity, according to current guidance.

## Section 3 - Plan for the next 12 months

CIPFA Objectives	Branch activities	Measurable Outputs / KPIs	Resources and expenses (if required)	Timescale
Profile raising, e.g. policy, networking, employer engagement	<ul style="list-style-type: none"> <li>1. Regular full day Conferences and local CPD events (our hub group meetings) across the region, designed to support and enhance members and students (and guest colleagues) knowledge and to offer networking opportunities.</li> <li>2. Presentations to key employer networks (e.g. County/District Finance Heads) on the role of our region and its value to their staff for CPD and related personal development.</li> <li>3. NHS networks engagement via an exhibition stand and delegate attendance at NHS FSD and AHST annual regional conferences and other local events within our region.</li> <li>4. Membership of London Accountants Network, (currently led by ICAEW) which enables reciprocating participation by our regional members and students in a wide range of CCAB/ICMA events, plus occasional joint events on pan-sector topics (e.g. in 2018 a Brexit theme – replacing the planned Health and Social Care Integration theme which will follow when the Government's proposals are published).</li> <li>5. Annual Regional Dinner, held in London in mid-autumn. It is regularly supported by sponsors engaged in delivery of public</li> </ul>	<p>Positive feedback from a significant majority of delegates.</p> <p>New hub groups and hosting offers</p> <p>Positive engagement with NHS employers for Regional events</p> <p>Ongoing involvement (e.g. joint events)</p> <p>Maintain size/quality of event</p>	<p>See commentary/explanations in Section 4 Some specific values are shown below.</p> <p>£600</p> <p>Breakeven on a £25k gross spend. Sponsorship is critical to achieve that.</p>	<p>See attached plan at Annex 2</p> <p>Note - Events may be time specific, other plan elements are undertaken at relevant points during the year, or are ongoing as needs require.</p> <p>November 2019</p>

	<p>services across our region.</p> <ol style="list-style-type: none"> <li>6. Participation in the annual Pan Accountancy Lunch, which raises CIPFA's profile regionally and nationally through the CIPFA's Institute President's attendance.</li> <li>7. Contact with key Treasurer Society members for create dialogue on key issues and to publicise our regional events (SCT/SLT/ALAT/HFMA)</li> </ol>	<p>Participation and CIPFA profile raising</p> <p>Ongoing by individual Regional Council members.</p>	<p>CIPFA corporate sponsorship supplemented by regional budget allocation £300</p>	
Member engagement, e.g. with students, identifying new members	<ol style="list-style-type: none"> <li>1. Regular whole regional and locally tailored eshots summarising information on forthcoming events.</li> <li>2. Active Regional Student Executive organises social events – annual quiz evening, periodic exam preparation briefings</li> <li>3. Bi-annual presentation events for Newly Qualified members to receive their certificates.</li> <li>4. Volunteering opportunities, regionally and locally, are regularly advertised verbally at events and periodically when events take place.</li> <li>5. Bi-annual Retired members Group Meetings – usually an organised visit to a place of interest in our region with a lunch arranged.</li> <li>6. Regional mentoring scheme, initially aimed at newly qualifieds (sponsor funded launch)</li> </ol> <p>We will also continue to liaise with our adjacent regions to offer members across our SW and CIM boundaries access to our regional events (e.g.</p>	<p>Positive reader feedback and event enrolments</p> <p>Growth in student participation in events</p> <p>Take up levels and NQM feedback</p> <p>New volunteers engaged</p> <p>Level of retired member participation</p> <p>Successful mentor/mentee relationships</p>	<p>£1800</p> <p>£3000</p> <p>Breakeven on £1k spend</p> <p>Sponsor funded launch 2017 – each event cost is estimated at £900.</p>	<p>8/10 per year are arranged</p> <p>Programmed for 2019</p>

	<p>Wessex Conference, Winchester and Autumn Conference, Knuston Hall Wellingborough Northants). We have also extended invitations to our Channel Islands colleagues.</p>	Evidence of successful cross boundary working		October 2017 Central London launch – to extend as required
Events, local focal point for members and other stakeholders	<p>The 2018/19 Regional Event Plan (attached as Annex 2) gives details of type of event, with dates and venues status.</p> <p>As already emphasised, we are already, and will continue to incorporate the current Presidential Themes into our 2018/19 rolling Events Plan – which is reviewed and fine-tuned as needed at each Regional Council meeting.</p>	Evidence in content of events.	<p>£1500 budget to support events. Most events are planned to break even on approx. £9k total spend.</p> <p>£9250 to direct and administer the delivery of the events programme and to secure sponsorship.</p>	
Communications, newsletters, website	<p>Regular eshots (see above), website carries event and related information. Regular contributions are submitted to Spreadsheet. We plan to develop our use of social media for promoting events and stimulate commentary/engagement amongst our members (and other interested parties).</p>	<p>Regular liaison with marketing team for eshots</p> <p>Evidence of regular and/or growing our regional membership engagement.</p>	<p>Regular eshots (see above), website carries event and related information.</p> <p>Contributions are submitted to Spreadsheet.</p> <p>We plan to develop our use of social media for promoting events and stimulate commentary/engagement amongst our members (and other interested</p>	<p>Regular liaison with CIPFA marketing team for eshots .</p>

			parties).	
Governance, e.g. local branch meetings	<p>We programme 4 Regional Council Meetings annually, plus our Spring AGM.</p> <p>We have a supportive culture in our Council for new initiatives that are realistic and are likely to be attractive to our regional membership.</p> <p>Attendance at CIPFA Annual Conference and planned Regional Forums.</p> <p>Note - We continue to see these partly as a governance related activity, rather than a purely member engagement objective. Therefore, we may revisit our budget categorisation and provision when decisions about future resourcing protocols for Annual Conference and Regional Forums (both hosting and regional council delegate attendance) are confirmed.</p>	<p>Quality agendas and effective meetings.</p> <p>Communication of Council business to relevant points in a timely and accurate way.</p> <p>Professional discussion/debate to evaluate new initiatives, with effective risk evaluation where required.</p> <p>Regular and appropriate delegate attendance.</p> <p>Positive participation and engagement in these events</p>	<p>£5500</p> <p>Currently budgeted as – £2000 Annual Conference £1500 Regional Forums</p>	<p>4 Regional Council Meetings annually, plus our Spring AGM. Our constitution was last updated for our Council Year 2017/18. We have introduced the JVP role - and it will be reviewed again during 2018/19 in order to facilitate positive engagement with the elected CIPFA Council Members within our region.</p> <p>We have a supportive culture in our Council for new initiatives that are realistic and are likely to be attractive to our regional membership. Our mentoring scheme launch is a current example. Specific Groups and some of our hub groups will</p>

				hold additional meetings as required.
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## Section 4 - Resources

Note – the information in this proforma is supplemented by Annex 3 – copy of our 2018 budget/actual report to 19 September Regional Council

	Value (£)	Comments
Opening Balance (anticipated for the start of the year)	25,000	
Reserves	20,000	But are included in our opening balance – see calculation on Annex 3 report
Core subvention (basic to operate branch)	18,000	At 2018 Plan level. Critical minimum level for ongoing operation.
Development funding sought	0	
Income from other activities (e.g. events)	4,100	
Sponsorship - cash values	27,000	See part 3 observation and commentaries
Other resources (e.g. use of meeting rooms)		Not quantified in cash terms – but secured as part of our positive sponsor relationships.
Expenditure (related to the activities in Section 2 above)	59,150	
Expected closing balance	14,950	

## Section 5 - Timetable and Calendar of 2019 events and activities

Our Regional Events Plan 2018/19 is also attached as Annex 1

2019

January	No Events planned
	30 Regional Council meeting
February	14 West Sussex Hub Group - Chichester
	tbc East of England FSD Conference
	28 Mentoring Event - London
	tbc Hub Group Meetings
	tbc London Division Spring Seminar
March	6 PF in Wessex Conference (hosted by Hampshire CC, Winchester)
	Regional AGM/Spring Conference (hosted by Grant Thornton, 30 Finsbury Square,
	27 EC2A 1AG)
	tbc Hub Group Meetings

April	tbc	Thames Valley Hub Group (venue tbc)
May	tbc	Retired Members' Group Meeting
	tbc	Regional Council Meeting
June	25	Essex Hub Group - Chelmsford
	tbc	London Division Summer Seminar
July	9&10	CIPFA Annual Conference - ICC, Birmingham
	tbc	Hub Group Meetings
August		No Events planned
September	tbc	Summer School/Autumn Residential Conference (venue tbc)
	tbc	Hub Group Meetings
	tbc	Regional Council Meeting
October	9 or 10	Mentoring Event - London
	tbc	London Division Autumn Seminar
	tbc	Hub Group Meetings
November	8 or 15	Annual Regional Dinner - London
	tbc	Hub Group Meetings
	tbc	CSN-SE Revision Evening
December	tbc	Regional Council Meeting
	tbc	CSN-SE Post exam and networking reception

This version will be updated as the year proceeds

## Timetable for producing Regional Development Plans

July - Issue outline template and instructions.	January 2019 onwards - Implementation
October - Submit plan, by 1 October 2018	May 2019 – Review 1, Spring forum meeting
October – Reviewed by Past President, Director of Public Affairs and Head of Membership	November 2019 – Review 2, Autumn forum
November - Response back to Regions November - Discussion at Autumn Forum	