

Regional Development Plan 2023

Region: South East

CSE Council 7 December 2022 – Paper SEO2238

Section 1 - Contacts

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

| Position | Name | Email | Telephone Number |
|--------------------------|---|-------|------------------|
| President | Kathryn Long | | |
| Vice President | John Barker | | |
| Junior Vice President | Nicki Cooper | | |
| Immediate Past President | Amy Crowson | | |
| Secretary | John Barker | | |
| Treasurer | Nicki Cooper | | |
| Data contact | John Barker Lillian Manning | | |
| Events | John Barker Plus a network of volunteer hub group leaders around our | | |

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| | region | | |
| Communications/ Newsletter | John Barker Plus contributors from local/annual events etc | | |
| Special Projects (if applicable) | <p>The Regional Development Project (ongoing, and is a paid commissioned role, financed from the annual subvention) provides leadership, executive and admin support to deliver our diverse range of events and activities across our region. NB - current project leader is also the Regional Secretary.</p> <p>Regional Council has established a Succession Planning Working Group to identify arrangements for delivery of our Regional Events Plan from 2023 onwards, when John Barker steps down from both roles.</p> | | |
| Any additional roles | | | |

Section 2 - 2022 activities and achievements

Provide a summary of your regional activities over the course of 2022 (this should also include planned activities for the remainder of the year).

Detail quantifiable outputs, key achievements and any relevant commentary.

The details of regional activity for 2022 are shown below; this includes regional hub group activity.

| | | |
|-----------------|-------|---|
| January | 20 | Regional Digital CPD Event (COP26 and Towards Net Zero) Vimeo format - access via link on CSE website |
| | 20 | ICAEW Southern - JP Group, Southampton |
| February | 2 | Regional Council Meeting -(digital) |
| | 22/23 | East of England NHS/AHST Conference (Wyboston) |
| | 28 | Regional virtual CPD - COP26 - Climate change & why ESG is important |
| March | 24 | Regional Council Meeting - hosted by Grant Thornton at FSQ Regional Hub Groups - 2022 live/virtual programme planning sessions |
| | 26 | Regional AGM and Spring Conference - GT FSQ hosting Regional Hub Group Planning Meetings West Sussex, Thames Valley) |
| April | 26 | Regional AGM and Spring Conference - GT FSQ hosting Regional Hub Group Planning Meetings West Sussex, Thames Valley) |
| | 4 | Regional Digital CPD Event - Workplace Wellbeing - successful Hybrid Working |
| | 18 | Regional Digital CPD Event - CIPFA Prudential and TM Codes - In a nutshell (Jackie Shute PSLive Ltd) |
| May | 18 | Shute PSLive Ltd) |
| | 25 | Regional Council (digital) |
| | 25 | Regional Council (digital) |
| June | 16 | ICAEW Southern JPG network meeting - Southampton |
| | 22 | Regional Digital CPD - via PAC/Localis pre LGA - 'Levelling Up' |
| | 30 | West Sussex Hub Group Meeting, County Hall, Chichester |

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| July | 13/14 | Public Finance Live - CIPFA Annual Conference - ACC Liverpool |
| | 19 | Regional Council (virtual) |
| | | Regional Digital CPD - via CNE - CIPFA's Financial Management Journey - Birmingham |
| | 27 | case studies |
| August | | No Regional Events planned |
| September | 12 | Wessex Day Conference (Ashburton Hall, Hampshire CC, Winchester) |
| | 19 | Thames Valley Hub Group Meeting (virtual via County Hall, Oxford) |
| | 22 | Surrey Hub Group Meeting (hybrid meeting hosted from Woodhatch, Surrey CC HQ) |
| | NB | Regional Events are cancelled to respect the period of National Mourning (8-19 September) |
| | 20 | Regional Council Meeting (hybrid, hosted by CCLA, London) |
| October | 14 | North Anglia Day Conference - hosted by Norwich City Council |
| | | Speed Mentoring Evening - hosted by Grant Thornton, Finsbury Square (5.30pm - |
| | 14 | 8.30pm) |
| | 18 | Student Executive Pub Quiz - Slug and Lettuce, Minorities, London |
| | 20 | Retired Members' Group Meeting - Clerkenwell Priory (Postponed) |
| | 28 | Annual Pan Accountancy Lunch - Mansion House, London |
| November | 3/4 | Annual Regional Forum (Ireland - Dublin venue tbc) |
| | 11 | Annual Regional Dinner (London Marriott Hotel, Grosvenor Square) |
| | 11 | NQM Reception and certificate presentations (pre-Dinner invitation ceremony) |
| | 14 | South Anglia Day Conference - hosted by St Albans City & District Council |
| | tbc | Regional Digital CPD event |
| December | 1 | East Sussex Hub Group, Uckfield Civic Centre |
| | 7 | Regional Council Meeting (hosted by TechnologyOne, Paddington, London) |
| | | London Division Seminar - 'Finance capacity in London' (hosted by Grant Thornton, |
| | 9 | Finsbury Square, London) |
| | tbc | Regional Digital CPD event |

Commentary

Our 2022 Plan was prepared on the assumption that we would return to live CPD events wherever possible, supplemented by our sponsored Zoom whole-region webinars. Our 2022 AGM in April signalled that intention and further events followed during Spring and Summer. We deferred events planned during the period of National Mourning and they are now repositioned for February 2023. We are planning at least four live events up to mid-December and our digital CPD sessions will continue through November and December – to focus on the fast moving economic and financial events evident from recent times! In all of these CPD events, we have been able to offer topical subjects delivered by quality presenters and delegate feedback has generally been very positive. Our Regional Student Executive has organised networking evenings and a pub quiz to encourage live participation - many students have had no, or very little, peer contact during their academic sessions, so greatly value these social events. Unfortunately, our Retired Members are not meeting as planned this October. Covid concerns understandably meant that there were no events planned until this autumn, but our group lead experienced health problems this summer and we are now seeking a replacement.

Our diaried governance meetings have resumed as live (for preference), and with a hybrid facility when meeting in hosted venues. We held additional virtual Council meetings this year as we resumed pre-Covid levels of regional activity. This has enabled more consistent participation by key Council members, who welcomed an inclusive option to contribute. Our future meetings will be planned to reflect hybrid working protocols now adopted in many organisations across our region.

Two key ceremonial events are to take place in November. Our Annual Dinner is again well supported by valued sponsors and we expect around 180 enthusiastic guests. Prior to the Dinner we are holding an invitation reception and certificate presentation ceremony for over 20 newly qualified members admitted during 2022 and their guests.

We have continued to develop positive relationship with local ICAEW members in their London Accountants Group and the South Coast Joint Professions Network. Several invitations to professional networking events have been received – and those occasions will facilitate links with colleagues from financial or other chartered bodies from private and public sector organisations. We also plan to support the annual Pan Accountancy Lunch in October 2022.

Section 3 - Your 12-month plan

| CIPFA Objectives | Branch activities | Measurable Outputs/ KPIs | Timescale |
|---|---|---|--|
| <p>Profile raising - policy, networking, employer engagement</p> | <ol style="list-style-type: none"> 1. Regular live/virtual full day Conferences and local events (our hub group meetings) across the region, or whole region designed to support and enhance members and students (and guest colleagues) knowledge and to offer networking opportunities. 2. Twice yearly mentoring events targeted at specific cohorts and themes to support our members connect with networks and experienced officers. 3. 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. 4. 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. 5. Membership of London Accountants Network, and South Coast Joint Professional 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. 6. Annual Regional Dinner, held in London in mid-autumn. It is regularly supported by sponsors engaged in delivery of public services across our region. 7. Participation in the annual Pan Accountancy Lunch, which raises CIPFA's profile regionally and nationally through the CIPFA's Institute President's attendance. | <ol style="list-style-type: none"> 1. Positive feedback from a significant majority of delegates. Maintain hub groups and hosting offers 2. Positive feedback from delegates and sponsors 3. & 4. Positive engagement with regional LA employers and NHS networks for developing topical programmes for our regional events 5. Ongoing involvement (e.g. joint events) 6. Maintain size/quality of event 7. Participation and CIPFA profile raising | <p>See Plan at Section 6 for our groups - locations and frequencies will be confirmed as the year progresses.</p> <p>We review and update our Event Plan at every Council Meeting.</p> |

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| | <p>We may reduce our contribution to this event as a result of insufficient funds and as we look to prioritise events as a result.</p> <p>8. Contact with key Treasurer Society members to create dialogue on key issues and to publicise our regional events (SCT/ SLT/ ALAT/ HFMA).</p> | 8. Ongoing by individual Regional Council members. | |
| <p>Student and Member engagement - Supporting Students, Identifying new members, conversion support</p> | <ol style="list-style-type: none"> 1. Regular whole regional and locally tailored e-shots summarising information on forthcoming events. 2. Active Regional Student Executive organises social events – annual quiz evening, periodic exam preparation briefings 3. Presentation events for Newly Qualified members to receive their certificates, subject to numbers and interest. These may now be delivered with minimal budget as part of our review if reduced funds are available. We will look to maximise sponsorship opportunities. 4. Volunteering opportunities, regionally and locally, are regularly advertised verbally at events and periodically when events take place. 5. Bi-annual Retired members Group Meetings – usually an organised visit to a place of interest in our region with a lunch arranged. 6. Regional Speed Mentoring scheme as detailed above <p>We will also continue to liaise with our adjacent regions to offer members across our South West and Midlands boundaries access to our regional events (e.g. Wessex Conference, Winchester and our East Anglia day conference) and related local hub group events. We have also extended invitations to our Wessex Conference to Channel Islands colleagues.</p> | <ol style="list-style-type: none"> 1. Positive reader feedback and event enrolments 2. Growth in student participation in events 3. Take up levels and NQM feedback 4. New volunteers engaged 5. Level of retired member participation 6. Successful mentor/mentee relationships <p>Evidence of successful cross boundary working</p> | <p>5/6 in 2023 planned.</p> <p>Programmed for 2023</p> <p>Programmed for 2023</p> <p>Programmed for 2023</p> <p>Programmed for 2023</p> <p>Programmed for 2023</p> |
| <p>Events - local focal point for members and other stakeholders</p> | <p>The 2023 Regional Event Plan (See Section 6) gives details of type of event, with dates and venues status.</p> <p>As already emphasised, we are already, and will continue</p> | Evidence in content and conduct | |

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| | <p>to incorporate our current Themes into our 2022/23 rolling Events Plan – which is reviewed and fine-tuned as needed at each Regional Council meeting.</p> <p>We will also support any further consultation proposals for the (originally titled) CIPFA 2020 Project.</p> <p>We initiated our Regional Inclusion and Diversity Project in September 2020.</p> | <p>of events.</p> <p>Continue to offer local workshop venues as requested and invite presentations on the project developments and outcomes in our regional event programmes.</p> <p>Presentations on diversity and inclusion and personal wellbeing in our 2023 events programmes.</p> | |
| <p>Communications - newsletters, website updates</p> | <p>Regular e-shots (see above) and our regional website carries event and related information.</p> <p>We continue to develop our use of social media for promoting events and to stimulate commentary and engagement amongst our members (and other interested parties). This will be developed further through the introduction of a Communications Officer post in 2023, who will lead on social media for the South East region.</p> <p>We successfully initiated digital CPD sessions in 2020. We now plan to offer our future events as a mix of regular digital productions coupled with day/half day live events at key venues around our large region- to keep pace with the changing requirements of our members for CPD and live networking. As hybrid working is now well established in many organisations across our region we see this as an inclusive and practical initiative.</p> | <p>Regular liaison with marketing team for e-shots. Evidence of regular and/or growing our regional membership engagement.</p> | <p>Regular liaison with CIPFA marketing team for e-shots.</p> <p>We have designated a Council member as Communications Officer to lead on and co-ordinate all aspects of communication techniques</p> |
| <p>Governance - local branch meetings</p> | <p>We programme 4/5 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>Quality agendas and effective meetings. Communication of Council business to relevant points in a timely and accurate way.</p> | <p>Specific Groups and some of our hub groups will hold additional meetings as required.</p> |

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| | <p>Attendance at CIPFA Annual Conference and planned Regional Forums.</p> <p>Note - We will maintain our current budget for the CIPFA Conference as we see this as a priority event within the calendar. With the 2023 venue in London, we may need to provide host region support in terms of a stand and volunteers to help support delegates navigate the conference. Before committing to this we would seek discussions with CIPFA to agree how additional costs incurred can be covered without putting additional burden on the Council budget.</p> | <p>Professional discussion/debate to evaluate new initiatives, with effective risk evaluation where required.</p> <p>Regular and appropriate delegate attendance. Positive participation and engagement in these events</p> | |
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Section 4 – Development Funding

Please state the amount of additional funding required on top of the initial £2,000 and how this will be utilised.

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| Requested Amount | £26,000 |
| Use of Funding (Please outline how you will use the additional funding and a breakdown of costs) | <p>We are requesting total funding of £28,000, which includes the basic running costs to operate our region as it currently stands of £23,000 (including core subvention of £2,000) and an additional £5,000 for 2023 only.</p> <p>The £23,000 will be used as follows:</p> <ul style="list-style-type: none">• £18,750 to direct and administer the delivery of the events programme and to secure sponsorship through positive relationship management practices.• For hired and hosted venues and digital platform costs for regular face to face and virtual conferences and local events across the region. Most events are planned to break even on approx. £10k total spend.• For venue costs for mentoring events, although we aim to fully cover mentoring events via sponsorship. Each event is estimated at £900 if not sponsored. But for the purposes of the funding calculation, we assume these events are sponsored.• Our Annual Dinner is expected to breakeven on a £22,000 gross spend; sponsorship is critical to achieve this.• Participation in the annual Pan Accountancy lunch with a regional budget allocation of £120 (CIPFA corporate sponsorship of £600)• To support the South East CIPFA Student Network. £1,500 net for events (assumes £500 sponsorship), £200 running costs, £600 attendance at conferences. |

- Presentation events for Newly Qualified members - £2,000.
- Retired Members events – Break even on £1,000 spend
- To support 4/5 regional council meetings annually, plus our Spring AGM - £1,500.
- Attendance at CIPFA Annual Conference/Public Finance Live - £2,000 and attendance at regional forums £1,500. This provision will vary dependent on location and travel/hotel accommodation requirements. We plan to maintain our budget for attending Public Finance Live as we see this as a priority event in the calendar. With the 2023 venue in London, we may need to provide host region support in terms of a stand and volunteers to help support delegates navigate the conference. Before committing to this we would seek discussions with CIPFA to agree how additional costs incurred can be covered without putting additional burden on the Council budget.

In addition, we are requesting “one off” funding of £5,000 for the following:

John Barker currently performs our elective Honorary Secretary role as well as our events and sponsor liaison role (through John Barker Consulting Ltd) (JBCL). We are transitioning away from this arrangement into a new model that is currently being developed. However, in order for a smooth handover to the new arrangements, we anticipate a period of approximately 6 months where we will need to continue to retain both the old and the new arrangements. We expect the overlap costs to be in the region of £5,000.

Section 5 – Resources

Please provide a summary of your branch's financial position.

| Resources | Value (£k) | Comments |
|---|------------|--|
| Opening balance (anticipated for the start of the year) | 19 | |
| Core subvention (basics to operate branch) | 2 | |
| Development funding sought | 26 | This core funding is essential to sustain delivery of our planned regional activities. The requirement is increased on last year because we anticipate that our new operating model will cost more than the current arrangements. This reflects the fact that the fee paid to JBCL has not increased since it was last agreed by Council in 2017, although there has been an incremental growth in the scope of events and sponsorship liaison since then. We therefore believe this is a modest re-alignment. See above for detail. |
| Income from other activities (e.g. events) | 2 | |
| Sponsorship | 24 | Achieved as an outcome of annual investment in our Regional Development Project. |
| Other resources (e.g. use of meeting rooms) | | Sponsor agreements for use of premises for hosting governance and CPD meetings, including refreshments. More recently, our sponsor digital platforms have |

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| | | supported/facilitated our regional governance and CPD meetings. Unquantified but estimated to be in the region of £7k. |
| Expenditure (related to the activities in Section 3) | 60 | |
| Expected closing balance | 13 | |

Using your earmarked reserves in 2023

Please provide a brief summary of your branch's earmarked reserves. You should detail how you plan to use these reserves to contribute to your activities in 2023.

| Resource | Comments |
|--------------------|---|
| Earmarked reserves | <p>We do not have any formal earmarked reserves. Within our reserves is approximately £4k that relates to the London Division, an accumulation of small surpluses by this local branch that the CSE Council have agreed should be applied for use exclusively by the branch going forward. The remaining reserves of £19k estimated at the start of 2023, reducing to £13k estimated at the end of 2023 provides a small buffer for managing cash flow of our large events (in particular the Annual Dinner) as well as provision against losses incurred by our events. We aim to breakeven on our events and, generally, this is achieved. However, we have also had years where small deficits on individual events have been made where costs have increased, or sponsorship has not fully materialised. Over the last 10 years we have deliberately and gradually run down our reserves in a measured way by setting small deficit budgets. We now believe we are reaching the minimal viable reserves to enable us to run the large, high profile events that we do whilst holding the financial risk associated with these events.</p> |

Section 6 – Calendar of activities

Events are planned as a mix of face to face and virtual for 2023 and include our Regional Hub Groups. Support work is required to deliver virtual events and (usually) an approximate 3-month timescale to organise large live day conferences.

Hub groups may need a shorter lead time but could require additional support from John Barker Consulting Ltd (JBCL) due to local dormancy. Live events are usually break even because of venue hosting or sponsorship.

Our London Division is expected to resume its quasi-autonomous status during 2023.

| Month | Activity (include dates and locations where appropriate) | |
|-----------------|--|--|
| January | tbc | Mentoring Evening (a London host venue tbc) |
| | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD session |
| February | 1 | Regional Council Meeting |
| | 21 | Surrey Hub Group Meeting (to be hosted at Woodhatch, Reigate) |
| | 27 | Wessex Day Conference (to be hosted by Hampshire CC at Winchester) |
| March | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD Session |
| April | 27 | Regional AGM/Spring Conference (to be hosted by Grant Thornton, FSQ, London) |
| | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD Session |

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| | tbc | Retired Members Group meeting |
| May | 9 tbc | Regional Council Meeting |
| | tbc | Newly Qualified Members' Ceremony |
| | tbc | North Anglia Day Conference (or June) |
| | tbc | Hub Group Meeting(s) |
| | tbc | Thames Valley Day Conference |
| June | tbc | North Anglia Day Conference (or May) |
| | tbc | London Division Seminar |
| | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD Session |
| July | | PF Live, London (CSE Host Region) |
| | tbc | Hub Group Meeting(s) |
| August | | No events planned |
| September | 21 tbc | Regional Council Meeting |
| | tbc | Kent Day Conference |
| | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD Session |
| October | tbc | South Anglia Day Conference |
| | tbc | Hub Group Meeting(s) |
| | tbc | Annual Pan Accountancy Lunch |
| | tbc | Retired Members' Group Meeting |
| November | tbc | Annual Regional Dinner |

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| | tbc | Annual Regional Forum |
| | tbc | Hub Group Meetings |
| December | 6 tbc | Regional Council Meeting |
| | tbc | Hub Group Meeting(s) |
| | tbc | Regional Digital CPD Session |

Our Regional Hub Groups:

London Division

Wessex

Thames Valley

Cambridge

Suffolk

Norfolk

Essex

Kent

West Sussex

East Sussex

Hertfordshire

Surrey

Please submit your plan to Heather.Reeves@cipfa.org