

CIPFA NORTH EAST

DEVELOPMENT PLAN 2010

As at 13th January 2010

Context of CIPFA North East Region

The North East region stretches from Berwick-upon-Tweed in the north to the Tees Valley in the south and has almost 600 members, including students. Previously the region reached down to Chesterfield in the south before, in 2008 becoming two – the North East region and the Yorkshire and the Humber region.

Purpose of this Plan

This development plan is an internal document used by CIPFA North East region to develop, plan and monitor its activities in 2010 against the overriding objective of:

'Developing CIPFA North East to provide constructive and relevant support for members through a range of events involving other institutes where appropriate'

CIPFA North East has had a successful start in its first year notwithstanding a turnover of volunteers. The existing volunteer base provides the basis for significant development opportunities going forward.

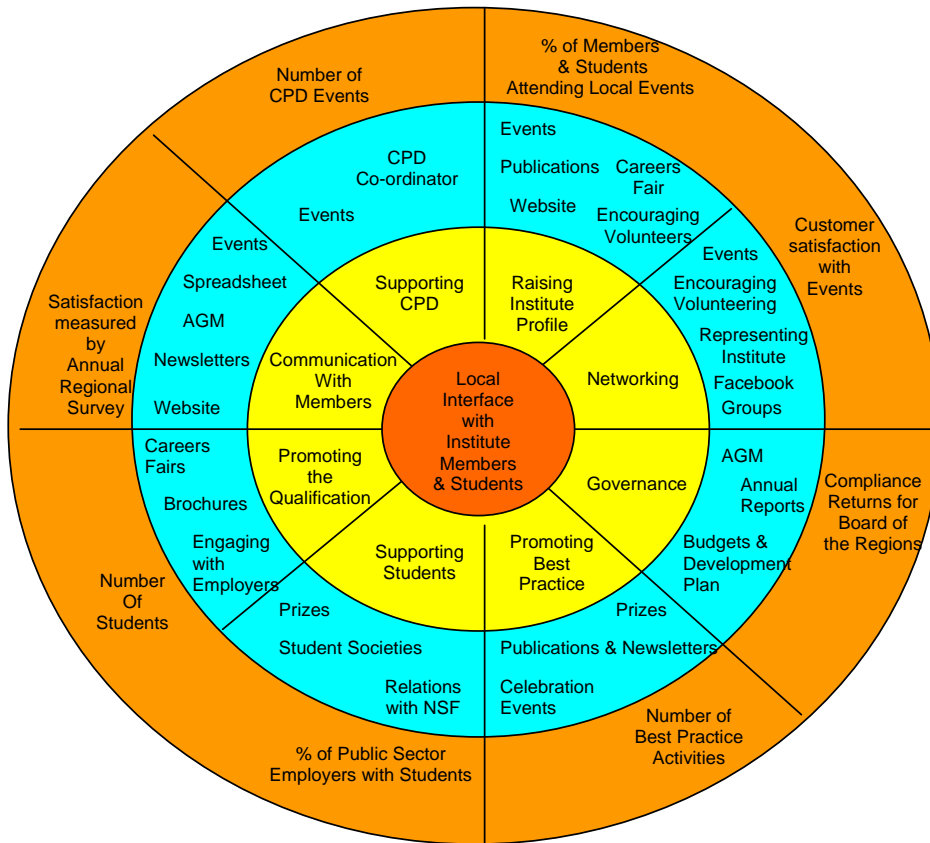
Basis of the Plan and Priorities for 2010

The 2010 Development Plan continues to be based on the Regional Activities Model (Exhibit 1) which sets out the core activities of the Regions (yellow), the associated processes (blue) and possible performance measures (orange). The model provides the flexibility for regions to prioritise their activities and process in a local context and we will continue to utilise the model as appropriate. As a result we have set the following priorities for 2010

- Developing supporting CPD including joint events with other institutes
- Building on the work already carried out during 2009 supporting students through greater integration with other Regional Activities
- Improving our response times for central returns
- Raising the profile of CIPFA locally
- Ensuring a continued role for social networking
- Determine an appropriate level of reserves and consider opportunities to use focused funding to increase participation level
- Increase contact with key Finance Directors across all sectors and disciplines
- Improving our own administration procedures to ensure effective contribution to Board for the Regions, governance arrangements and effective succession in future.
- Further improve our website as a major tool to support our work

This plan sets out the associated processes the Region will put in place to deliver core activities.

Exhibit 1: Regional Activities Model



In developing our plan we need to give consideration to the current status of the region and a SWOT analysis is attached at Annex A

Review of 2009 Performance

A detailed review of progress in achieving targets set out in the 2009 Development Plan is set out at Appendix C.

Key aspects of the plan have been achieved although the Regional Events matrix which sets out our intended events for the whole year across all groups

Planned 2010 Activities

A number of targets have been set to monitor achievement of the above priorities and activities (Appendix B).

Progress in achieving targets will be regularly monitored and formally reviewed at each Regional Executive meeting.

Financial Plan

A financial plan to support delivery of the 2010 Development Plan is attached at Appendix D.

Concluding Remarks

The targets set in the Development Plan are challenging and rely heavily on the continued support and enthusiasm of our Executive Committee, Audit Sub group, students society and retired members section. Throughout 2009 we have seen the improvements made to the region through the comprehensive well balanced programme of events mixing technical updates, social events, joint events with other institutes and experimental events such as breakfast meetings. The commitment of the Executive committee to drive this region forward is evident from the numbers attending and positively contributing to Executive meetings. As a result we now have a strong liaison with the Health Service, the Teesside part of our region and other Institutes who have begun attending our events. The willingness to try different things is making a difference to local members and students as it gives a greater choice not just of topics but when they can attend. I wish to record my thanks in advance to all these volunteers who will, in the main, go unrewarded for their invaluable contribution to the Institute and the Region.

George Clark
Chair – CIPFA North East

Annex A

SWOT Analysis

As part of drafting this Development Plan, a SWOT analysis was undertaken to allow planned activities to focus. The outcomes from this were:

- Strengths:
 - Comparatively large group of dedicated volunteers 15 current members of Executive.
 - A comprehensive events programme covering a diverse range of topics and social events
 - Attracting members from our Institute and partner Institutes who have not previously attended CIPFA events
 - Geographical location of events targeting a high percentage of the membership
 - Links with 'Big 4' accountancy firms, recruitment agencies and others providing consistent sponsorship and support for events
 - Increasing numbers attending events.
 - Willingness to experiment and try new ideas, e.g. breakfast meetings, podcasts of meetings. Web based quiz to promote use of regional website and provide light relief to members with prizes sponsored by private sector partners
 - Sufficient reserves to develop and pump prime new initiatives
- Weaknesses
 - Geographical size of Region and spread of membership
 - Attendances limited outside of Tyne and Wear conurbation
 - Lack of good governance and administrative arrangements to ensure effective succession procedures
- Opportunities
 - Build on and develop the energy of the new executive to further develop CIPFA North East Region
 - Increased use of the regional website
 - Continue to develop links with other professional bodies
 - Build on the new relationships with the Health bodies and the Teesside organisations
- Threats
 - Loss of key partners (some uncertainty over future sponsorship) and the impact this may have on the delivery of the Development Plan
 - Public sector cuts and increased pressures, the impact on people's jobs and their ability to continue to support the Region.
 - Reducing numbers of students at Durham and the impact on students society and region ultimately.
 - Loss of Chairs of both Audit Sub Group and Students Society

Annex B

2010 Development Plan Activities and Indicators

Core Activity	Process	Performance Indicator	Budget	Responsibility	Progress
<ul style="list-style-type: none"> • Supporting CPD • Promoting Best Practice • Supporting Students • Raising Institute profile • Networking • Communication with Members 	Events: To plan and deliver an events programme that: <ul style="list-style-type: none"> • meets the needs of students, members and retired members 	Run a programme of events to support both CPD and the professional qualification;	Overall Events budget of £1500 plus £1500 students £500 audit sub group and £500 retired members section	Events subgroup, Audit Sub Group, or Student's Society (unless otherwise stated)	
	<ul style="list-style-type: none"> • is accessible to members across all the Region 	At least one event per annum in: <ul style="list-style-type: none"> • Northumberland • Durham • Teeside • Tyne and Wear 	As above	Events subgroup, Audit Sub Group, or Student's Society (unless otherwise stated)	
	<ul style="list-style-type: none"> • provides value for money 	<ul style="list-style-type: none"> • Maintain programme of free seminars • Seek appropriate sponsorship • Revisit Appetite for charging for specific event 	As above	Events subgroup, Audit Sub Group, or Student's Society (unless otherwise stated)	
Core Activity	Process	Performance Indicator	Budget	Responsibility	Progress
	<ul style="list-style-type: none"> • is well attended 	Higher attendance levels in 2010 than 2009	As above	Events subgroup, Audit Sub Group, or Student's Society (unless otherwise stated)	

	<ul style="list-style-type: none"> • is of high quality • promotes and supports CPD 	Continued use and analysis of evaluation forms following each event to be reported to next exec meeting Electronic CPD certificate to be issued to all delegates.	As above As above	Event organisers to issue satisfaction surveys at the event. Regional Secretary. Should be part of the event pack at the time of the event.	
<ul style="list-style-type: none"> • Promoting Best Practice • Networking • Raising Institute profile • Promoting the Qulaification 	<p>Support NE Accountancy Awards via providing judges</p> <p>Continue with Annual Dinner</p> <p>Continue with Annual Golf Competition</p> <p>Respond to CIPFA HQ requests for support in promoting the qualification</p> <p>Seek engagement of key Finance Managers across the region to promote employee involvement in CIPFA locally</p>	<p>Media Coverage,</p> <p>Attendee Numbers/ sponsorship</p> <p>Attendee Numbers/ sponsorship</p> <p>Response rate re providing info etc</p> <p>Evidence of liaison</p>	<p>Current level of sponsorship for Public Finance Team of the Year.</p> <p>£2500 towards guests and possible speaker/entertainment</p> <p>£250 to supplement sponsorship/prizes etc £250 for venue</p> <p>Possible travel expenses</p> <p>No budget requirements</p>	<p>CIPFA HQ re continuing sponsorship Regional Exec re supplying judges</p> <p>Bruce Parvin/Luke Smith</p> <p>Kevin Suttie</p> <p>Regional Executive/Regional Chair</p> <p>Regional Chair</p>	
<ul style="list-style-type: none"> • Promoting best practice • Communication with members • Raising Institute profile 	<p>Improved communication: To communicate effectively with members, students, employers and other stakeholders</p>	Meeting all requirements of good governance	No budget requirements	Regional Executive/Website Co-ordinator	

<p>To ensure that all events are publicised on the website at least 2 weeks in advance of the event;</p>	<p>No budget requirements</p>	<p>Events group/ Website Co-ordinator</p>
<p>To ensure that event slides are available on the website within 1 week of the event;</p>	<p>No budget requirements</p>	<p>Website Co-ordinator</p>
<p>To increase the number of hits on the Regional website from 2009 levels;</p>	<p>No budget requirements</p>	<p>Executive Committee and Website Co-ordinator</p>
<p>Dates of Executive meetings to be agreed for whole year and put on website</p>	<p>No budget requirements</p>	<p>Regional Secretary and Website Co-ordinator</p>
<p>Agendas of Executive Committee to appear on website one week before meetings</p>	<p>No budget requirements</p>	<p>Regional Secretary and Website Co-ordinator</p>
<p>Minutes of Executive to appear 2 weeks after the meeting.</p>	<p>No budget requirements</p>	<p>Regional Chair and Website Co-ordinator</p>
<p>Agendas and minutes of Board for the Regions to be put on our regional website as soon as available.</p>	<p>No budget requirements</p>	<p>Regional Chair and Website Co-ordinator</p>
<p>Key Executive members profiles on regional website</p>	<p>No budget requirements</p>	<p>Key Executive Members and Website Co-ordinator</p>
<p>Coverage of Regional events in relevant media including Spreadsheet.</p>	<p>No budget requirements</p>	<p>Event lead volunteer</p>

	Events information is sent round members, students and delegates of previous events where e-mail addresses are available;		Low cost of postage where members have no access to electronic communications	Regional Secretary and Event Sub Group	
Core Activity	Process	Performance Indicator	Budget	Responsibility	Progress
<ul style="list-style-type: none"> • Promote best practice • Supporting students 	Celebrate success: To recognise success of individual members, student or volunteers in the Region	Publicise volunteer activity – media eg PF/Spreadsheet Recognise student success at an Annual Awards Ceremony/ Dinner; David Clark Award	No budget requirements £500 from existing sponsor	Regional Chair Student group David Clark	
<ul style="list-style-type: none"> • Networking • Raising the Institute profile 	Networking: Student and member networks within the Region are maintained and developed.	Membership to the Regional Executive is maintained in accordance with the Constitution;	No budget requirements (unless otherwise stated)	Regional Chair (unless otherwise stated)	
Core Activity	Process	Performance Indicator	Budget	Responsibility	Progress
		Volunteer levels are maintained across the sub groups and there are volunteers from Local Government, Health; Central Government and Audit; At least one new volunteer actively involved in 2010;	No budget requirements No budget requirements		

	Work closely with Other CIPFA Regions	One nominated/elected Regional Representative to Council; Assist in identifying potential volunteers if required	Possible election costs	Regional Representative to Council for CIPFA Y&H/NE	
• Promoting Best Practice	Best practice: Review Development Plans and Websites of other Regions and identify areas of best practice	Implement at least one initiative from another Region	No budget requirements	Regional Executive	
• Governance	Regional Executive: Executive members receive relevant papers at least one week in advance of the Executive meeting. Improve Financial control and reporting arrangements	Agenda and minutes are circulated at least one week in advance of the Executive meeting; Budget reports are presented at each meeting and these include spend to date against budget, balances plus coming year's budget or year end accounts where relevant. Clear statement re use of balances;	No budget requirements No budget requirements	Regional Secretary Regional Treasurer	
Core Activity	Process	Performance Indicator	Budget	Responsibility	Progress
		100% of reports to Board for the Regions are submitted on time. This includes Annual Report, Development Plan and other internal reports;	No budget requirements	Regional Chair/Regional Secretary	

Annex C

DEVELOPMENT PLAN 2009- Position Statement

Below are the key activities that the Region undertook to achieve in 2009 along with associated performance indicators for.

1 Educating, Training and Continuously Developing Outstanding Members

Key Activity	Performance Indicator(s)	Budget	Responsibility for achievement	Position
Use Regional Website to promote all events and other volunteering activities. Use of podcast technology to increase coverage to members	Annual events programme for Region, Student Society and Audit Sub Group available on Website.	Already purchased	Regional and Divisional Events co-ordinators.	Comprehensive events matrix covering all groups for whole year on website. First podcast of session at MOT day on website
To develop the website streamlining communication channels.	Increase number of hits to Regional Website by 10% per annum To post all events onto website To post all slides from events on website. Develop a secure area for Executive papers.	£0	Web site co-ordinator	Events info/ slidepacks on website, Quiz attracted 70 additional hits All events and slides on website including first podcast
A strong events programme covering a diverse range of topics	4 Regional Events 3 Audit Sub Group Events 3 Student Group Events 1 retired members group event	£4000	Regional Executive, via approved budget for events	11 CPD events held in 2009 including 5 Regional events including MOT day 3 student events held 3 Audit group events held. 3 social events held No retired members events held in 2009
Recognise the specific needs	Annual event targeted at newly	£500	Regional	Free ticket and drinks reception at Annual

of newly qualified members	qualified members in the region	sponsored	Executive	Dinner with award of certificates and David Clark Award
Resources are targeted to priority areas across the Region	Embed use of Business Case model to focus resources and release appropriate funds.	£0	Regional Executive	Actively sought to use funds e.g. Student Events Funding and free MOT day
Develop relations with NSF	NSF represented on the Regional Executive	£0	Regional Executive	No progress yet
To obtain E mail addresses for members/ students	To maintain an up to date record of all available e-mail addresses for Students, Diplomates Members and Retired members	£0	CIPFA Head Office	Awaiting CIPFA rationalisation of Databases. But increasing our own database .

2 Meeting Customer Needs and Expectations

Key Activity	Performance Indicator(s)	Budget	Responsibility for achievement	Position
Continue to gather and analyse attendance and satisfaction at events	Information available as to status of attendees (member/student, employer) Target specific employers to increase knowledge of Regional events To increase attendance by CIPFA members and employer representation at events	£0	Regional Executive	Carried out now as a matter of routine and reported to Regional Executive and Board for the Regions. Chair sends separate e-mail to heads of finance of major employers in area before each event encouraging support
Develop links and joint events with other Regions and other professional bodies	Joint promotion of events by other Regions and Institutes	£250	Regional Executive	Continuing Joint student BBQ with CIMA held. Members of other Institutes now attending our seminars It quiz not held in 2009 due to partner Institutes unavailability to devote resources to it.
Review the geographical distribution of events	At least one event per annum to be held in a new location	£0	Regional Executive	Actioned via Audit Group and Events sub group
Communication with regional employers to promote CIPFA	Annual communication with regional employers Promote Events on Website Articles in PF, PASS, In –house magazines	£0	Regional Executive	Articles in PF and in house magazines Direct e-mail contact with key Finance managers across the region and sectors and HFMA

3 *Setting High Standards and Delivering Best Practice in the Public Interest*

Key Activity	Performance Indicator(s)	Budget	Responsibility for achievement	Position
Annual Student Award	Annual award ceremony at New College Durham to recognise excellent performance	£500 Sponsored	Regional Executive	David Clark Award and new members certificates presented at Annual Dinner
Increase the profile of the Region	100% of returns to Robert Street submitted in accordance with specified deadlines	£0	Regional Executive	Relies on awareness of deadlines and improved regional succession processes.

4 *Developing Our People and Making Best Use of our Resources*

Key Activity	Performance Indicator(s)	Budget	Responsibility for achievement	Position
Provide value for money at events to maximise delegate attendance	At a number of events, set delegate charges and or obtain sponsorship to ensure Region to continue to provide a full programme of events.	£0	Divisional Chair	No appetite for charging for full day event whilst reserves are so large However successful in obtaining sponsorship for events e.g. free room hire and catering
Headhunt newly qualified members to support the work of the Region	At least one newly qualified member to be actively employed in supporting the work of the Region	£0	Regional Executive	14 out of 15 members attended June meeting. Including some new members and new liaison lead with HFMA
Obtain administrative support	Maintain links with Website co-ordinator, and recruitment agencies;	£0	Regional Executive	Will use employer financial support/ resources where appropriate

Annex D - Budget

DEVELOPMENT FUND BIDS

None

BUDGET (TO UPDATE)

The budget to support the activities detailed above is £6250

At the 1st January 2009 the Region had reserve balances of £20k. The Region will use these prudently to develop actions in the development plan and build on and improve the infrastructures and process that will ensure future improvement in delivery of service to all members of CIPFA in the North East.

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INCOME AND EXPENDITURE ACCOUNT – Provisional Budget 2010 (SUBJECT TO CHANGE)

EXPENDITURE	Budget £
<i>Supporting CPD :</i>	
Events Sub Group	£1,500
Audit Group	£500
Retired Members group	£500
<i>Educating and training students:</i>	
Student Courses	£1,500
<i>Regulating and supporting members:</i>	
Courses and seminars	£1,500
Website	£500
<i>Governance:</i>	
Board for Regions	£500
Conference for Regions	£1,500
Other	£500
<i>General Support:</i>	
Dinner, Golf etc	£2000
Golf	
Printing, Postage and Stationery	£500
Miscellaneous	£100
TOTAL EXPENDITURE	11,600

INCOME	
<i>Interest</i>	£100
Sponsorship	£1500
Events	£2000
CIPFA Subvention	£7000
TOTAL INCOME	£10,600
SURPLUS (DEFICIT) FOR YEAR	£(1000)
Balance at 31st December 2009	£19500
Deficit for 2010 (estimate)	£(1000)
Estimated Balance at 31st December 2010	£18500