



**SOUTH WALES & WEST OF ENGLAND REGION**

**ANNUAL REPORT 2008**

## **Presidents Report**

Last March, it was my pleasure to take over the role of President of the Region. I had a very hard act to follow as Stephen Purser had been a most successful President for the previous three years. Thankfully, during my first year as President I have had tremendous support from all members of the Regional Council.

Whilst 2008 has been a difficult year due partly to changes on the Regional Council beyond our control, towards the end of the year activity was picking up and I am confident that 2009 will be continue this upward trend. We have a very successful Bristol sub-group, which has put together an impressive programme of events for 2009. A new sub-group, based in Plymouth is also moving forward and will provide a much-needed CIPFA presence in the far southwest of the region. We also have a retired members group in South Wales, which meets regularly.

In September, we hosted the Conference for the Regions in Plymouth and this was particularly well received. Around 100 delegates attended the two-day conference coming from England, Scotland, Wales, Ireland and Europe. Many members of the region were involved planning the event and supporting delegates as required. I would particularly like to record my thanks to Stephen Purser, our Past President, who organised this event in conjunction with CIPFA at Robert Street. It was a great success.

In October, our administrative officer/secretary, Tony Meakins, decided to call it a day. Again, I would like to record my thanks to Tony for his long and dedicated service to CIPFA in the Region. In the meantime, our Vice President, Simon Perks, has stepped up to the plate and taken on the role of acting secretary until we are able to establish a longer-term solution. If there are any volunteers for the role or indeed any members who would like to join the Regional Council, we would be very glad to hear from you. The success of the region does rely on a small team of hard working and dedicated volunteers. We are always looking for new ideas and would encourage all members to get involved either centrally or on a local basis. If you want to know more just talk to me or one of the Regional Council or contact us through the website.

CIPFA members in our region have as ever been actively engaged with CIPFA Council, the Board for the Regions and Stephen Purser is our elected Regional representative on CIPFA Council.

The Regional Council has developed a strategic plan for the period 2007 to 2010 and this formed the basis of the annual development plans for 2008 and 2009 which are available on the website. However, the Board for the Regions has now developed a Regional Activities Model, which we will use to develop our 2010 Plan going forward. All regions will be using the Model as it has now been adopted by the Board for the Regions. Copies of this will be on show at the AGM in March and it is hoped to reproduce it on the website in due course.

Finally, I would like to thank all members of the Regional Council for their hard work and dedication over the last year and look forward to working with the team over the coming years as the Region's ambitious new plans develop.

Michael R ELLINGFORD  
Regional President

Aim		Objective		Activity	Responsibility	2008	2008 Outcome
1	To support and develop CIPFA members and the organisations in which they work.	1a	To maintain an understanding of the development needs of members and newly qualified members.	Undertake on an annual basis a survey of the development needs of members and use this to inform the development of regional events and other activities.	Regional President	Undertake a survey of the development needs of members and use this to inform the development of regional events and other activities.	CIPFA Central has carried out a number of surveys and the Region is using the results.
				Provide attendees at regional events and other activities with the opportunity to suggest ideas for future events and activities.	Regional President	For each event or other activity organised, ensure that all participants have the opportunity to propose ideas for further events or activities.	A feedback form is provided at every event although not all suggestions have been actioned in respect of future event planning.
				Organise at least four pan-regional events each year, open to and designed to appeal to members, newly qualified members and retired members.	Regional Council	Organise at least two pan-regional events, open to and designed to appeal to members, newly qualified members and retired members.	The Region in 2008 provided a range of events that were well attended by members and students. This includes the Annual Seminar and AGM, audit and other training spread over the whole region.
		1b	To organise and promote development opportunities for members, newly qualified members and retired members across the region.	Organise at least four events in each established sub-regional centre each year, open to and designed to appeal to members within that sub-region.	Sub-Regional Leads	Organise at least three events in each established sub-regional centre, open to and designed to appeal to members within that sub-region.	See above.

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		Identify other relevant events and opportunities that may be of interest to members and promote them via the regional website and through other communications as appropriate.		Ongoing activity	This will continue through 2009.
		Promote to members the benefits of continuing professional development and support members in fulfilling their CPD obligations.	Regional Council supporting CIPFA HQ	Ongoing activity now mainly carried out by CIPFA central	With the scheme now being mandatory this has mainly been carried out by CIPFA central through direct mailing although all regional events were CPD accredited.
	1c To promote continuing professional development (CPD) and to support members in fulfilling their CPD obligations.	Ensure that all regional and sub-regional events are acceptable for CPD purposes and promote this to members.	Regional Council / Sub-Regional Leads	Ensure that all regional and sub-regional events are acceptable for CPD purposes and promote this to members.	Yes all appropriate events CPD accredited and certificates of hours eligible were provided for all events eligible.
		Work with CIPFA employers to promote participation in CPD and to make members aware of CPD opportunities within the region.	Regional Council	Identify appropriate contacts at major CIPFA employers within the region.	This is ongoing work in progress; a start has been made and will be built on in 2009.
		Identify relevant organisations within the region and seek to establish contact with key people.	Vice President – Simon Perks	Ongoing activity.	The Vice President is now our named contact with ICAEW in the Region. Links are maintained with ICAEW and AAT.

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	1d	To develop effective relationships with other relevant organisations.	Invite representatives of relevant organisations to CIPFA events.	Vice President	Ensure invitations sent as relevant	Representatives of ICAEW in the Region attended the Wales Conference dinner held in Cardiff in November as guests of the region.
			Attempt to secure places for CIPFA members at events held by relevant organisations.	Vice President	Ongoing activity	The President has accepted invitations to ICAEW events in the region.
			Undertake on an annual basis a survey of the development needs of student members and use this to inform the development of regional events and other activities.	Regional President	See 1 (a)	See 1 (a)
2	To support and develop student members and potential student members.	2a	To maintain an understanding of the development needs of student members.	Establish a facility on the regional website for members to propose ideas for events and other development opportunities.	Regional President	See 1 (a)
			Provide attendees at regional events and other activities with the opportunity to suggest ideas for future events and activities.	Regional President	See 1 (a)	See 1 (a)

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		Maintain up to date knowledge of the CIPFA education and training scheme and the impact that this will have on student members.	Jennie Prewett Stephen Purser	Ensure knowledge base.	Jennie is on CIPFA Council and Stephen is National Student Forum representative on Board for Regions
		Organise at least four pan-regional events each year, open to and designed to appeal to student members.	Sub Regional Leads	Ongoing activity	See 1 (b)
		Organise at least four events in each established sub-regional centre each year, open to and designed to appeal to student members within that sub-region.	Sub Regional Leads	Organise at least two events in each established sub-regional centre, open to and designed to appeal to student members within that sub-region.	See 1 (b) - it is hoped to develop this further during 2009 with new sub-groups across the region.
	2b To organise and promote development opportunities for student members across the region.	Identify other relevant events and opportunities that may be of interest to student members and promote them via the regional website and through other communications as appropriate.	Regional Council	Ongoing activity	Although some identified and promoted, this will be further developed through 2009.

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		Develop and maintain effective links with CIPFA employers in the region, to identify how the region can best respond to their needs.	Regional Council with CIPFA HQ	Identify appropriate contacts at major CIPFA employers within the region.	Further work needs to be done to take this activity forward. CIPFA central is developing ways to achieve this.
	2c To develop effective relationships with the CIPFA Education and Training Centre (CETC) and relevant employers.	Invite representatives of CIPFA employers to all relevant regional and sub-regional events.	Regional Council	Ongoing activity	Invitation sent out to all CIPFA Members but direct marketing to non-member employers needs developing.
Maintain effective links with CETC through invitation of CETC representatives to regional meetings and events and attendance at CETC employers' meetings in the region.		Regional President	Ensure invitations sent.	CETC representatives regularly attend Regional Council meetings and events.	
In cooperation with CIPFA's national marketing activities, develop and maintain effective links with colleges, universities and careers services in the region and use these links to promote public sector finance and the CIPFA qualifications as career choices.		Simon Perks	Ongoing activity	Further work needs to be done to take this activity forward. CIPFA central is developing ways to achieve this.	

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	2d To promote CIPFA to potential student members.	In cooperation with CIPFA's national marketing activities, work with public and private sector employers in the region to promote the CIPFA qualifications.	Simon Perks	Ongoing activity	See 2 (d)
		Identify and promote the ways in which members can get involved in and contribute to the activities of the region.	Simon Perks (Interim)	Ongoing activity	Discussions underway see 2 (d) above.
3	To develop a strong, active and diverse regional base.	3a To develop and maintain an active and diverse network of enthusiastic volunteers across the region.	Simon Perks (Interim)	Ongoing activity	Discussions underway see 2 (d) above.
		Ensure that regional and sub-regional meetings are accessible to all members who may wish to attend.	Regional Council / Sub-Regional Leads	Ongoing activity	Discussions underway see 2 (d) above.
		Each year, establish a new sub-regional centre within the region, which can act as a hub for activities within that sub-region.	Regional Council	Determine which areas in the region we should target as sub-regional centres.	The Bristol sub group is now well established. The new Plymouth sub group is just beginning. However there are delays in getting the Bournemouth sub group going do to a lack of volunteers.

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	3b To ensure that our activities are accessible to members across the region, through the use of sub-regional centres of activity.	Develop where possible event formats that can be replicated successfully across the sub-regions.	Regional Council / Sub-Regional Leads	Ongoing activity.	This has been done in conjunction with CIPFA central and is ongoing work.
		Ensure that representatives of sub-regions are able to meet regularly to share ideas and support each other in the achievement of the region's aims.	Regional Council	Ongoing activity	Regional Council meets on a quarterly basis.
		Provide regional volunteers with training appropriate to their roles.	Simon Perks	Ongoing activity	Yet to be properly developed – deferred to 2009.
	3c To provide appropriate support, resources and development opportunities for our regional volunteers.	Encourage and facilitate contact between regional volunteers and volunteers in other regions, to permit the sharing of ideas and experiences.	Regional President	Sponsor at least four regional volunteers to attend the Conference for the Regions so that they can share ideas and experiences with representatives of other regions and report back to the regional council.	Achieved in 2008.
		Promote the attendance of regional volunteers at national CIPFA events.	Regional President	Sponsor at least four regional volunteers to attend the Annual Conference so that they can share ideas and experiences with representatives of other regions and report back to the regional council.	Achieved in 2008.

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		Publish all regional documentation, the proceedings of all meetings and details of all regional activities on the regional website.	Website Coordinator	Publish all regional documentation, the proceedings of all meetings and details of all regional activities on the regional website.	During 2008, we did not have a website co-ordinator. For much of the year, our website was not up-to-date. Recently, however, this has been rectified.
	3d	To conduct our activities with transparency and accountability.	Simon Perks (Interim)	Develop a database of e-mail addresses of members across the region and collect e-mail addresses from members at every opportunity.	Database being constantly updated and also use of CIPFA central mailing programmes.
		Produce and present to members an annual report of the region's activities and its performance against this strategic plan.	Regional President	Produce and present to members an annual report of the region's activities and its performance against this strategic plan.	Completed for Annual Seminar and AGM in March 2009. Financial performance is delivered by the Treasurer at the AGM.