CIPFA The Chartered Institute of Public Finance & Accountancy

President's address & Development Plan 2014

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6 March 2014

A reminder of who your Regional Council are

By Location	Total	As a %
East Midlands	10	38%
West Midlands	11	42%
Other	3	12%
Across Midlands	2	8%
By Sector	**Total**	**As a %**
LG	16	70%
HE	2	9%
FE	0	0%
Housing	1	4%
NHS	2	9%
Private	2	9%
Other	3	13%

Highlights from the Year from our events

CIM Events Summary 2013

Year	Qtr.	Student Events	Other Events	Total No. of Events	CPD Hours	% of Quite & Very Satisfied	Comments
2013	Q1	0	3	**3**	8	95%	
2013	Q2	3	5	**8**	32	96%	Including 6 Sixth Form
2013	Q3	0	3	**3**	14	95%	Management Games
2013	Q4	0	5	**5**	18	98%	
		3	**16**	**19**	**72**	**96%**	

Attendance Levels

Around 625 individuals have benefitted from CIPFA in the Midlands Events during 2013.

There has been an average of around 28 individuals at each of the CPD events during 2013.

Location of Events

During 2014 CIM will be looking to hold "Fringe" events in more East, North East and South West directions.

Highlights from the Year from our events

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Key Messages from our local CIM survey

What encourages people to attend events? (Overall priority ranking 1 -4 with 1 being highest)

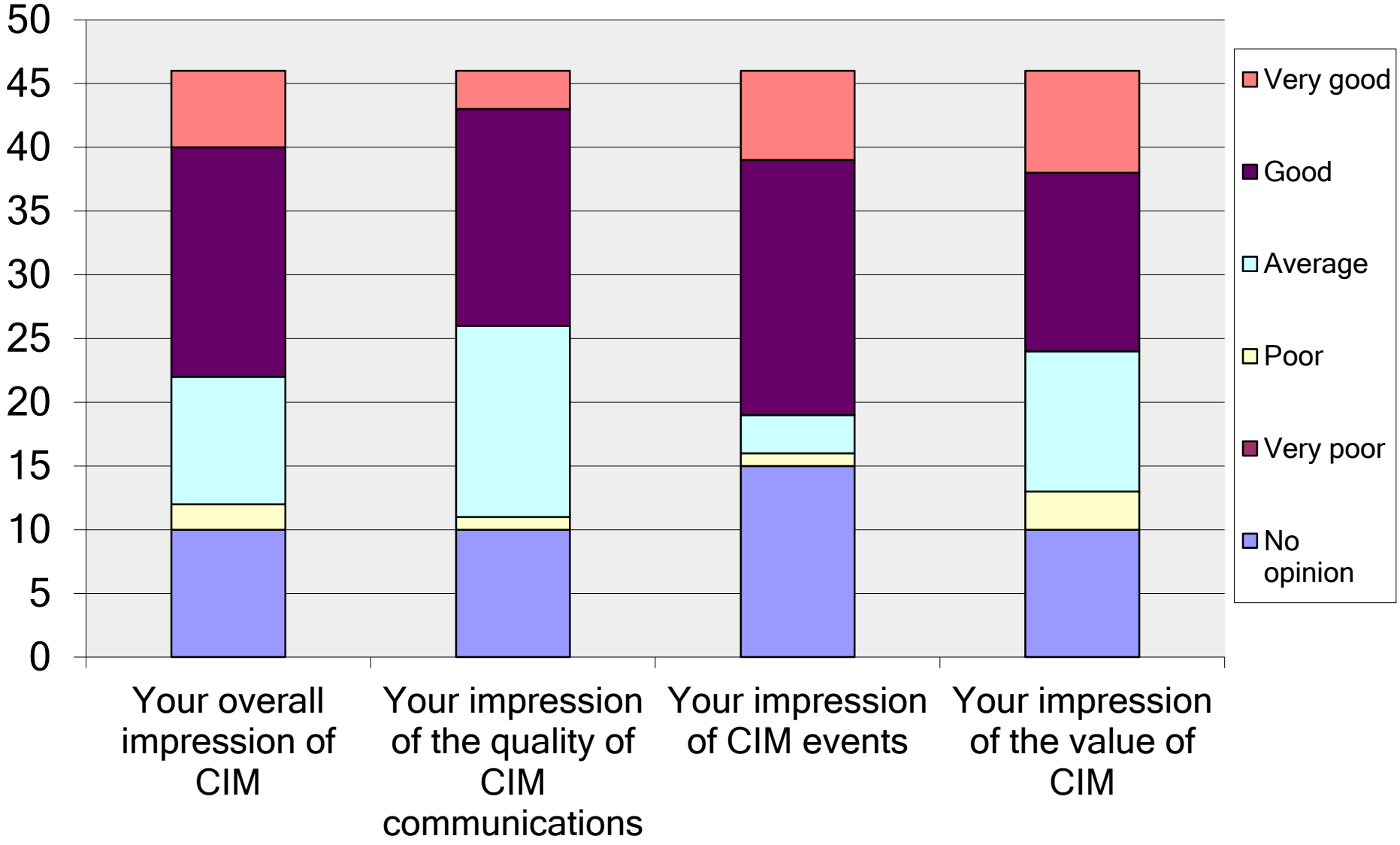
1. **Relevance of topic**
   - Lots of comments about increasing soft skills events
   - Publish an events programme in advance
   - CATS / soft skills rated positively but technical issues need to be in more detail
2. **Location** including comments made about venues not always being in Birmingham
3. **Cost** including time, travel and cost of the course itself
4. **Time of day** - Most people would prefer mornings or afternoons rather than evenings for events

Key Messages from our local survey to feed into 2014 planning

Additional event topics suggested include

- Business planning / business finance issues
- Commissioning skills
- Future of public services
- NNDR changes, leasing, IFRS changes and technical issues
- Additional soft skills

What you feel the value of CIM is against the following criteria



Achievements for CIPFA and CIPFA Midlands during 2013/14

- An Apprenticeship Scheme that has now rolled out nationally
- Recognised by CIPFA as Region of the Year 2013 – well done to the team – especially all those involved in events
- Headley Marshall Award winner Chris Gill for 6th Form Games
- Conversations with FE, HE and the NHS – now for Housing!
- Using the CIPFA Midlands survey results – You said – we did….
- More strategic partners for CIPFA Midlands
- Better cross profession and institute links
- Network Maps reaching out to all Heads of Profession
- Continued innovation in free and low cost events at good quality venues plus linkage with leadership programmes
- Linkage with new CIPFA Chief Executive
- CIPFA wins Accountancy Body of the Year and Professional Qualification of the year

Accountancy Body of the Year!!

- The institute saw off competition from the likes of ACCA, CIMA and ICAEW as the judges highlighted CIPFA's recent innovations and its forward-looking approach, as the main reasons for its success.

- The institute's cooperative scheme in Nottinghamshire, its West Midlands finance apprenticeship pilot programme and the repositioning of the institute to a more global focus were all given as reasons for the Accountancy Body of the Year award.

- Speaking on the award, PQ founder and Editor Graham Hambly said:

"The great thing about CIPFA is that it's not standing still. As an accountancy body it is always looking for new ways to serve its students and members and to improve what they offer to the accountancy profession".

The financial and service opportunities presented by 2014

- Supporting organisations and suppliers to manage within significantly reduced budgets
- Making sure that the Better Care Fund be truly transformational
- Economic Development supported and driven by local Councils
- Understanding the financial impact of seven day services in the NHS
- Integration of Public Health within Local Authorities promoting the inversion of the triangle of care
- High Education now almost fully funded by fees rather than Government
- Build up to the next General Election
- Next phase Community Budgets , City Deals/County Deals, Joining up to transform services

The savings and efficiency challenge across the Public Sector now more than ever requires true transformation and **therefore high quality finance professionals to support this change**

Our 2014 calling card – Stretching our 3 Strategic objectives to evolve our offer.

The 2014 CIPFA Midlands Development Plan will continue its focus on 3 strategic objectives

CIPFA Midlands will continue to deliver its Business as Usual activities as a Regional Council

We will continue to promote and support innovation to increase recruitment of finance professionals from 2012 levels

We will support growth in the CIPFA Midlands student population by:

- Using our mapping of finance professionals across the Midlands to promote innovation in recruitment activity across the majority of our established networks
- Working with other CIPFA Regions to explore innovation in increasing student capacity elsewhere in the UK and promote any innovation locally in the Midlands
- Looking to improve the opportunities for the enthusiastic students attending 6th form games by providing links to organisations for work experience
- Working more closely with the recruitment team at CIPFA, Robert Street to improve local understanding of the Professional Qualification

We will raise the noise level of CIPFA Midlands through wider, more frequent and more effective communication

We will improve communication with members by:

- Establishing a CIPFA Midlands official sub-group on 'Linked in'
- Reviewing and refreshing our communications strategy to meet your needs
- Providing feedback to Midlands Members of the actions that we have taken as a result of the 2013 Survey making comparisons to 2012
- Repeating the Survey in 2014 and use a reference group to shape the questions that we ask
- Seeking agreement to attend all main finance professional networks during 2014 to promote the seek ways in which CIPFA Midlands could improve its offer and communication to members

We will support the retention and development of CIPFA professionals through our events programme

We will improve our events offer by:

- Widening the geographical reach of low cost and relevant events through the development of fringe events and webinars
- Run low cost and innovative events in new and accessible venues in the East Midlands including the valued 'QuestionTime' style sessions and soft skills events
- Ensure that at least three of our leading low cost and valuable events in 2014 are available on the web
- Increase attendance levels within our existing events programme
- Running more events alongside other Midlands Professional organisations to promote more cross working

CIPFA – supporting the finance professional

CIPFA The Chartered Institute of Public Finance & Accountancy

Annual conference 2014
1-3 July, London

Risk, Resilience Reform

Taking place at a pivotal time in public services, CIPFA Conference will explore the key themes of Risk, Resilience and Reform. Discuss and debate the subjects that truly matter. Hear from leading professionals, thought leaders and speakers from across the whole public sector, who will share their knowledge in a series of plenary sessions and practical insight in a programme of workshops.

Annual General Meeting Formalities

- Development Plan Approval (Item 4)
- Treasurer's Report Approval (Item 5a)
- Approval of the accounts for the year ending 31 December 2013 (Item 5b)
- (c) To note the outline budget for the year to 31 December 2014 (Item 5c)