

CIPFA

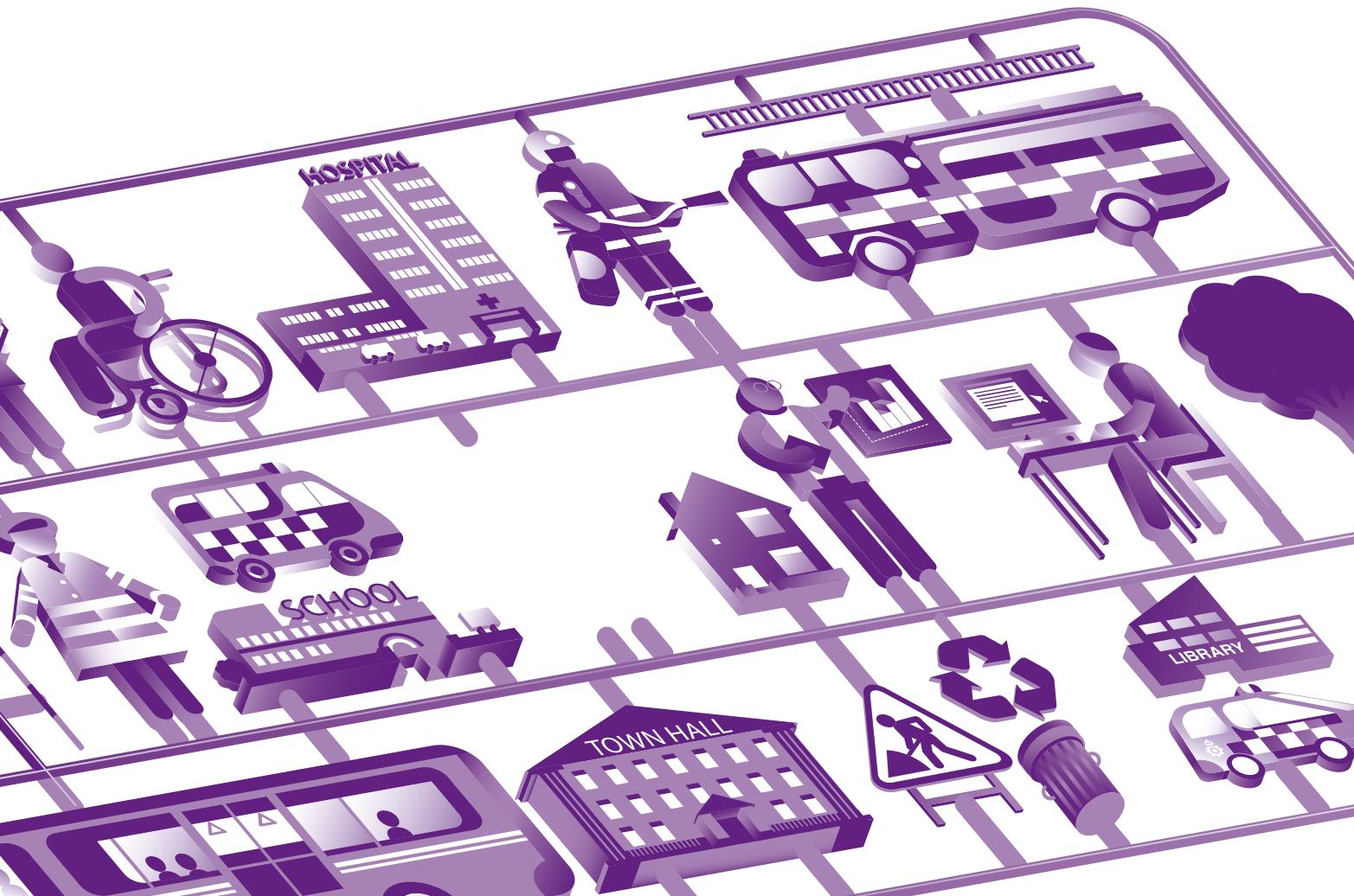
The Chartered Institute of
Public Finance & Accountancy



\transforming public services

'Public sector organisations of all types are going to be grappling with unprecedented challenges over the coming years. Funding reductions, reform programmes, demand and demographic pressures are just a few of the drivers which are reshaping our world. CIPFA is here to help analyse and interpret the challenges and to find and share solutions. As a membership organisation with deep connections into public service organisations we are uniquely grounded and well informed about innovative practice and new thinking.'

Steve Freer, Chief Executive, CIPFA



\ who we are

CIPFA is the world's only professional accountancy body to specialise in public services. That means our knowledge of the sector and the challenges that lie ahead is unrivalled. Our members work across the public sector, often at the highest levels and bring their very relevant expertise to the roles they occupy.

Setting the standards

As the standard setter for local authority accounting, we work with central government to help shape the new public finance landscape and ensure that taxpayer's money is spent wisely and accounted for as efficiently as possible.

Tackling the issues of the day

In response to the scale of the challenges faced by leaders in public finance, we're developing products and services to support all parts of the public sector as they tackle the issues of the day.

Helping at home and overseas

Our work covers England, Scotland, Wales and Northern Ireland, and our regional presence is essential in the delivery of services for the benefit of local communities.

Internationally, we work with donors, partner governments, accountancy bodies and others to advance public finance and governance to support better public services.



'It's vital that our finance professionals lead the way throughout the ongoing NHS transformation and improvement. The Graduate Training Programme ensures that we find and develop these people. CIPFA's public sector expertise and personalised service makes it an excellent choice.'

Elaine Lawther, Head of the Finance Training & Support Unit, NHS Education for Scotland



\\ how we can help

The public sector is undergoing a major transformation. Organisations are responding rapidly to new ways of working, and initiatives such as shared services and smarter procurement are helping them to achieve the required levels of efficiency. Changes in the provision of public services, delivering better value for money and the drive for greater transparency at all levels of government are helping to remodel a new future for us all.

Unique expertise

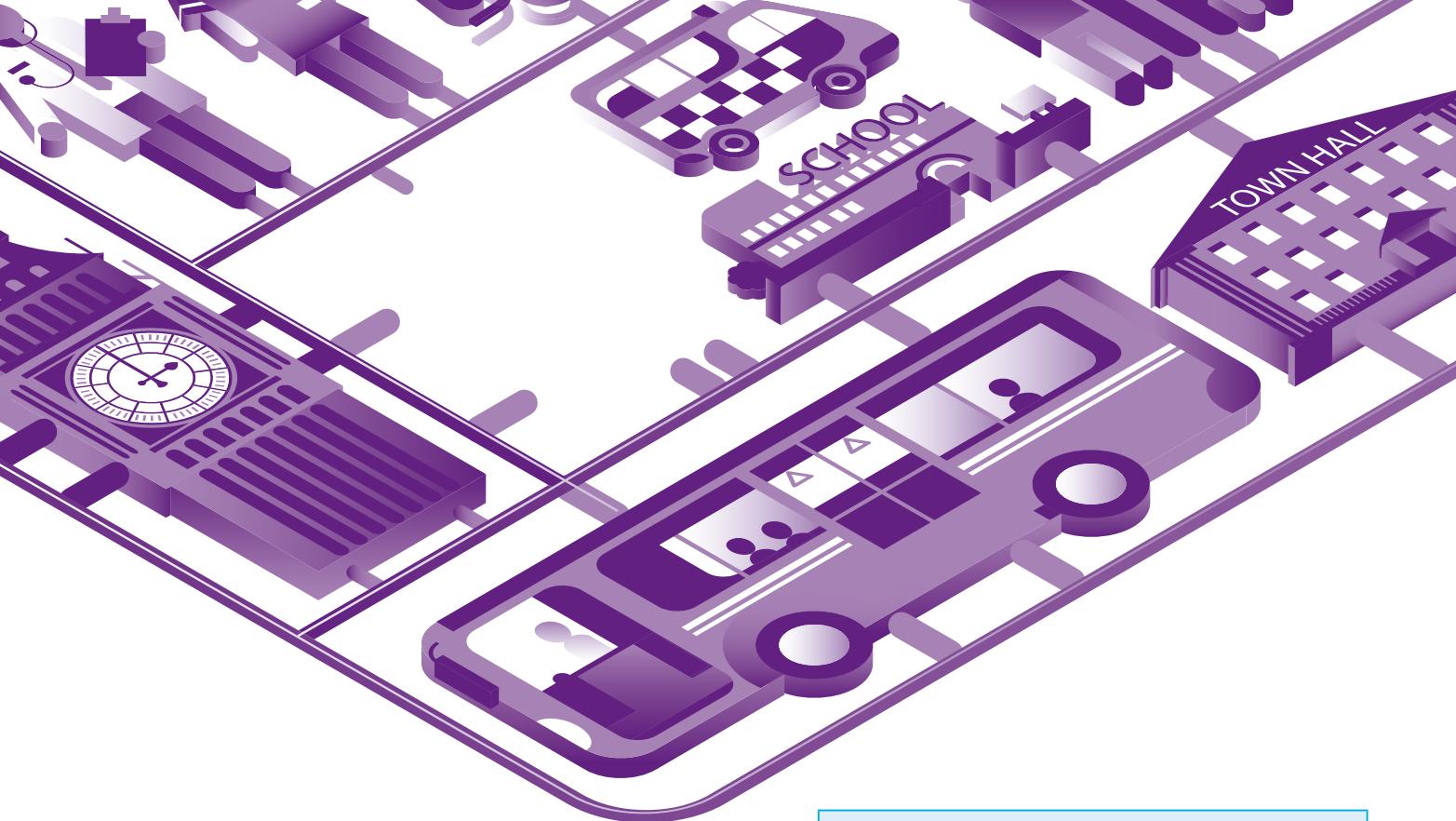
To achieve success in a climate of reduced funding you need adaptable, sound financial management models with clear accountability, robust planning and people with the right skills. And that's exactly where we can help. You can rely on our expertise to support you through the changes, enabling you to successfully re-shape public services while meeting new policy and legislative demands.

Essential products and services

Public sector teams are changing – new skills are required from strategic leadership to the precision of good procurement. CIPFA's Professional Qualification and training equip managers across the public service with critically important skills.

Our expert advice, guidance and wide range of carefully designed products and services offer essential support as you review and improve your business models and strategies to meet the challenges the government has set.





'The breadth of the CIPFA Professional Qualification provides a broad base of knowledge, essential to be a finance manager and leader in the future.'

Richard Douglas, Director General Policy, Strategy & Finance, DH & Head of the Government Finance Profession, HM Treasury

Products include:

- CIPFA Professional Qualification (new syllabus January 2012)
- Certificate in International Treasury Management (CertITM-PF)
- Certificate in International Public Sector Financial Reporting (CertIPSFR)
- Certificate in Charity Finance and Accountancy
- Post Graduate Diploma in Public Finance and Leadership (PDPFL)
- Post Graduate Diploma for Leaders in Finance (PgLIF)
- CIPFA Certificate in Investigative Practice (CCIP)

\education and professional development

As the public sector landscape changes and your staff are expected to adapt the way they work, developing their knowledge and skills to rise to the challenge will be a key success factor.

Whether you are working in local government, the NHS, central government, the voluntary sector or private sector firms dealing with public services, our professional qualification is the benchmark for a career in public finance. Focussing on financial management, it combines core accountancy skills with leadership and strategic management in the context of public service.

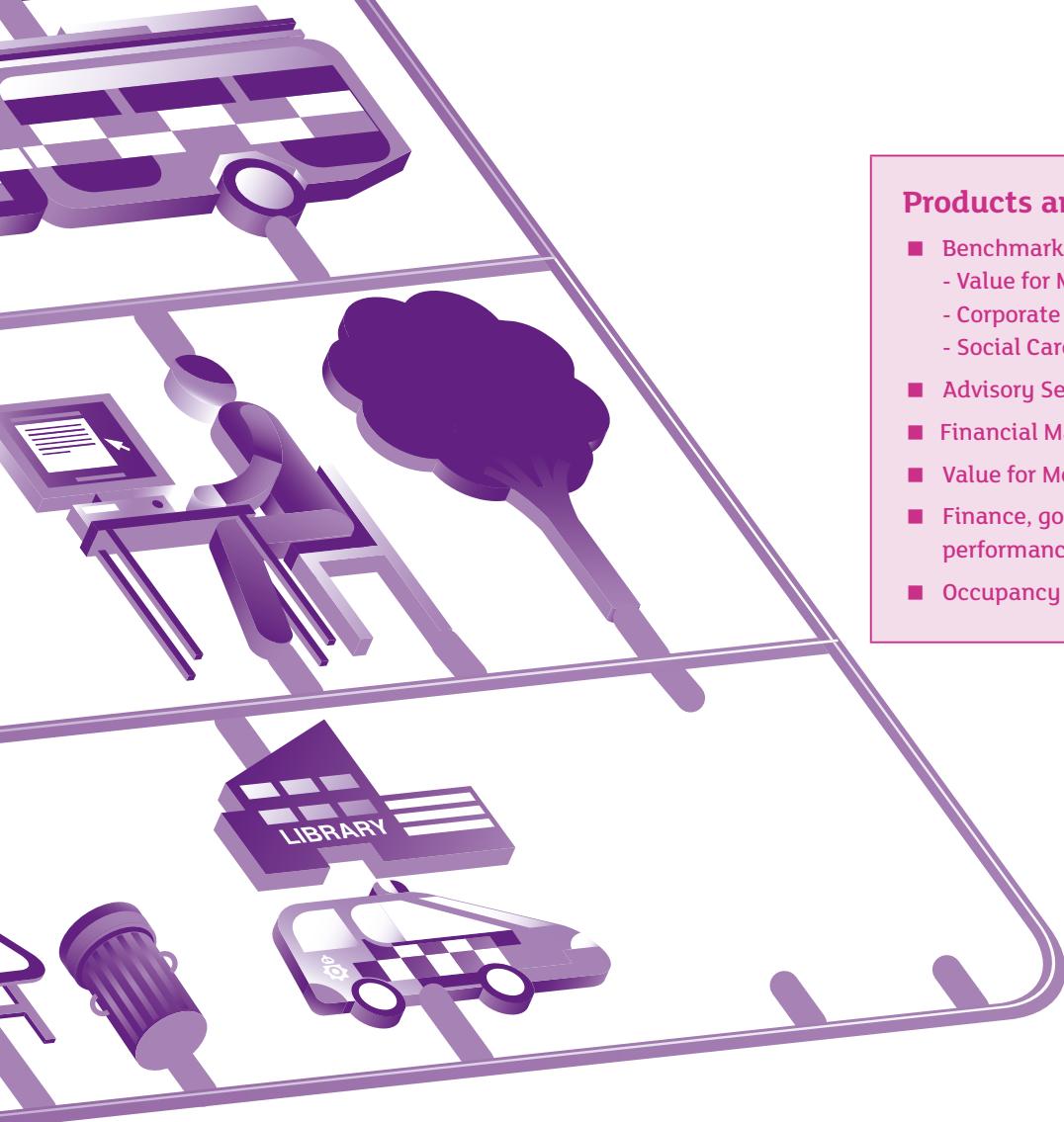
A wide range of courses and qualifications

CIPFA offers a wide range of courses and qualifications – all delivered by trainers selected for their public sector expertise. So, whether you're looking for full professional qualification, accredited programmes or practical continuing professional development our training is tailored to the specific demands of public service finance teams today, and our focus remains on sharing good practice and technical excellence.

Instant access to the solutions you need

With public services needing to innovate and adapt like never before, the ability to cross reference with peers and find common solutions in the safe space provided by our communities of practice, can be invaluable to hard-pressed staff. Our webinars and web resources also offer you the opportunity to keep up with the latest knowledge at the touch of a button – wherever and whenever you need it.





Products and services include:

- Benchmarking:
 - Value for Money (VFM) Indicators
 - Corporate Services
 - Social Care
- Advisory Services
- Financial Management (FM) Model
- Value for Money (VFM) Toolkits
- Finance, governance and performance networks
- Occupancy Efficiency Assessment

‘CIPFA’s FM review provides the Board with a very useful benchmark of the organisation’s financial management and where improvement is needed the most. The easy to use process takes internal and stakeholder scoring and comments which are then moderated by CIPFA experts to ensure the industry benchmarking adds value. A must for senior management wanting to make sure they are in the strongest possible position in these financially challenging times.’

Nigel Addison Smith, Finance Director, ECGD

efficiency and performance

With the decentralisation of control of public finances and the withdrawal of many formal performance measures, it's easy to lose sight of the essential need to continue measuring organisational performance.

Unique benchmarking data

At CIPFA we're justifiably proud of the strength and depth of our performance measurement and improvement tools. Our unique benchmarking data on local government and other public services goes back 125 years, and underpins our revamped Financial Management (FM) Model as well as our tried and tested Value for Money (VFM) toolkit.

Products like these act as powerful indicators for self-improvement, allowing you to compare your organisation against your peers, whilst providing a platform for future performance. Our highly skilled and experienced teams can even work with you to help implement solutions.

Sharing best practice

Our networks and events around the country focus on critical issues like procurement and property and provide excellent opportunities to recognise and share best practice. This networking with peers is underpinned by exceptional technical support and the latest thinking.

Innovative accounting software

We're also supporting resource management decisions and making everyday accounting tasks easier. Our innovative software helps you to manage and dispose of public property assets more effectively, and track and report cashflow – simplifying and speeding up the finalising of accounts. We have also introduced a new Proforma Accounting Toolkit to support the completion of IFRS-compliant reporting.

Ensuring processes are efficient and effective

We can help with service review and cost reduction strategies for your organisation through our procurement review toolkit, extensive library of efficiency and income generating options, and dedicated policy research experts who can identify high levels of spend compared to other organisations. And as we increasingly support the third sector and social enterprises, our Charity Accounting Toolkit will ensure that service efficiencies remain future-proof during such changing times.



'The strength and depth of their public sector finance professionals places CIPFA Recruitment Services head and shoulders above other providers in that market.'

Tim Shields, Chief Executive, London Borough of Hackney

Products and Services include:

- Recruitment Services
 - Interim
 - Permanent
 - Finance Professionals
 - HR Professionals
- Networks
- Open training courses (Finance, Governance, Performance and Leadership)
- In-house training and development programmes
- Accredited CPD courses
- CIPFA membership



\people

To successfully deliver you need to find, and employ, the right people with the right skill sets to get the job done. We offer a complete service – personalised and tailored to your needs.

Finding the right people

For many years we have been providing public sector organisations with experienced and highly skilled interim finance leaders, many of whom have been directors of finance themselves. We have recently extended our service to include permanent recruitment – so whether you need to fill a gap, build a new team, or undertake a specific project, we have experienced managers who have the expertise in areas such as system implementation, quality assurance and change management.

People outside of finance

CIPFA Recruitment Services can now offer, as interims or on a permanent basis, HR generalists, and specialists in key areas such as TUPE and workforce planning – which in this time of service redesign are key skills the public sector needs.

Training and supporting your new staff

Once you've got the right people in place, we can help your finance and other staff achieve their full potential with our huge range of training and education products.

From technical accounting to finance for non financial managers you can be confident your team will receive the skills and knowledge they require.





'The analysis provided as part of the CIPFA Benchmarking Club has proved extremely valuable over the past few years. The unit cost and composition analysis has directly contributed to the way we commission services, and the ongoing monitoring reports support our value for money assurance arrangements.'

**Andrew McLean, Commissioning & Partnerships,
Lincolnshire**

Products and Services include:

- Events and conferences
- Publications
- Public Finance Magazine
- Financial Management (FM) Model
- Benchmarking Clubs
- Research and Statistics:
 - CIPFAStats
 - Policy Research
 - Social Research
- Property:
 - Software
 - Networks
 - Surveys
 - Advisory Services

\knowledge and information

Our outstanding public sector information resources will keep you up-to-date on the latest issues and developments as you face the challenges ahead.

Accessible to everyone

With more than 35 years of data available online, CIPFAstats is the leading, independent source of comprehensive data about local government services. Accessible to everyone in your organisation, our reliable and robust statistics enable you to compare costs with other local authorities to identify areas for efficiencies, to protect the delivery of front line services.

The information you need – instantly

TISonline, written by practitioners for practitioners, puts you in touch with more than 30 information streams of best practice, guidance and legislative context. A user-friendly resource, it gives you instant access to the information you need to make better decisions and help with cost savings.

Facilitating best practice

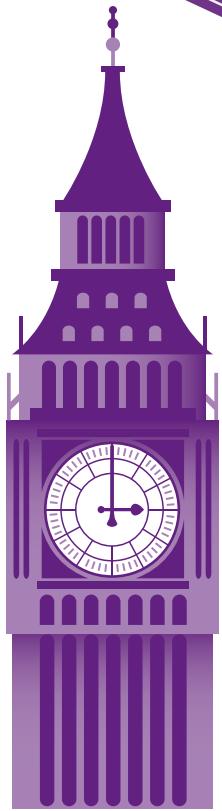
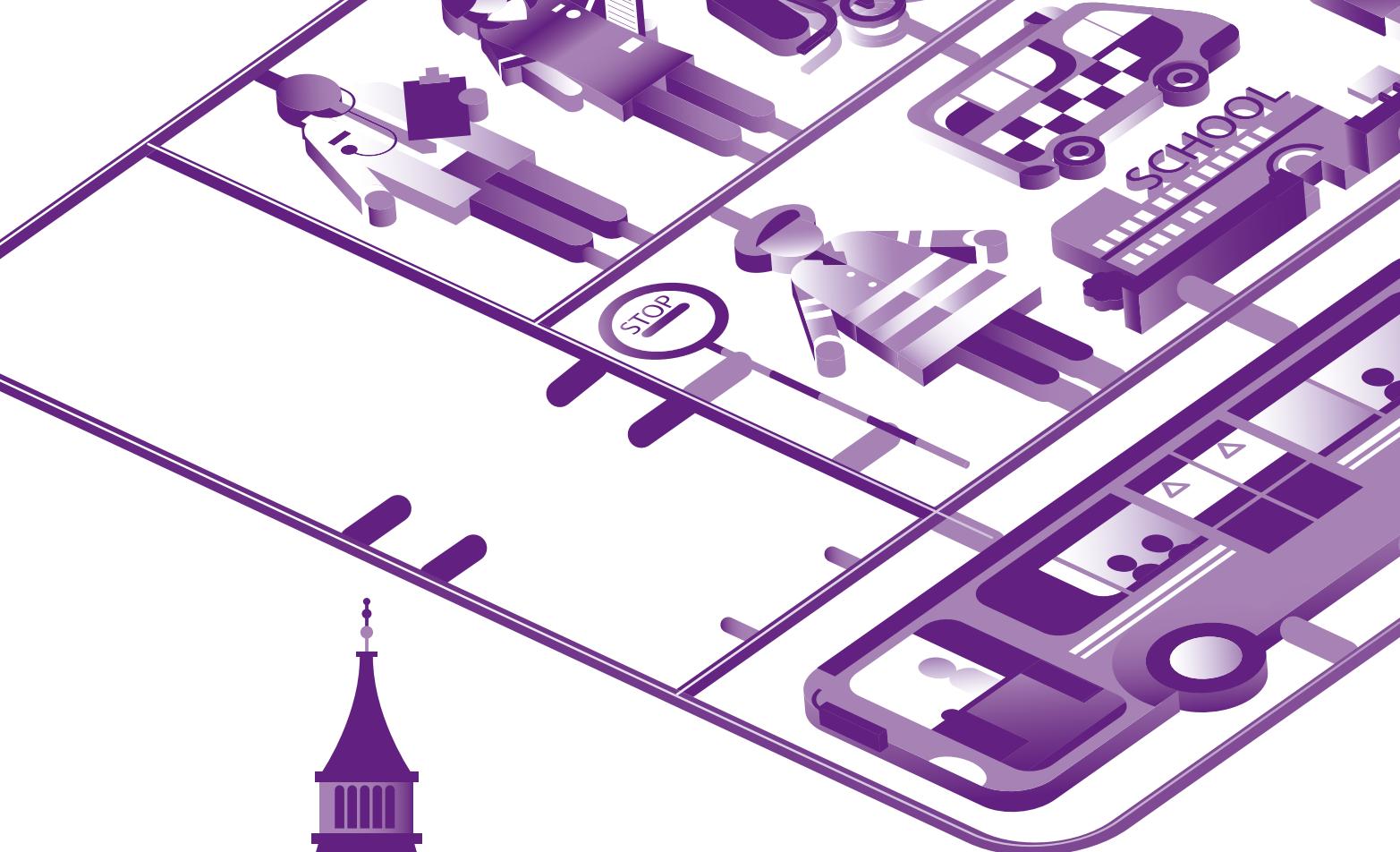
Being able to benchmark your services is a crucial first step on the road to improvement, helping you to understand where efficiencies might be made and facilitating best practice with other public sector bodies. And just as crucially, it can prevent mis-informed decisions at a time when there is no margin for error.

Comprehensive property services

Our property surveys cover the whole of the public sector, including schools, health and local authorities. They provide accurate information on the public estate which can feed into existing software, including our own AssetManager.NET ensuring efficient asset management.

And that's not all – our property networks are a vital tool for problem sharing and staying on top of best practice, benefiting clients through an unbeatable range of publications, conferences and seminars on topical, timely and business critical subjects.





Products and Services include:

- Local Authority Accounting
- Transport Infrastructure Assets
- Technical Guidance
- Best Value Accounting
- Public Sector Pensions
- Treasury Management

\standard setting and best practice

In an era of great change, it's more vital than ever that we establish and maintain an agreed set of standards and best practice principles.

Technical Guidance

As the only UK professional body with responsibility for setting accounting standards for local government, CIPFA is in a unique position. We have an enviable record for drafting technical guidance and setting governance standards for bodies where public money is managed.

Local and International

As well as the Code of Practice on Local Authority Accounting, CIPFA also produces detailed Guidance Notes which are designed to give practical advice on all aspects of producing authorities' IFRS-based accounts, and guidance on IFRS across the public sector.

We publish a number of Codes of Practice to ensure that standards are continually updated, understood and maintained.



\get in touch

Your sector is undergoing a radical transformation, and its success depends on you putting into place the right business models and financial strategies.

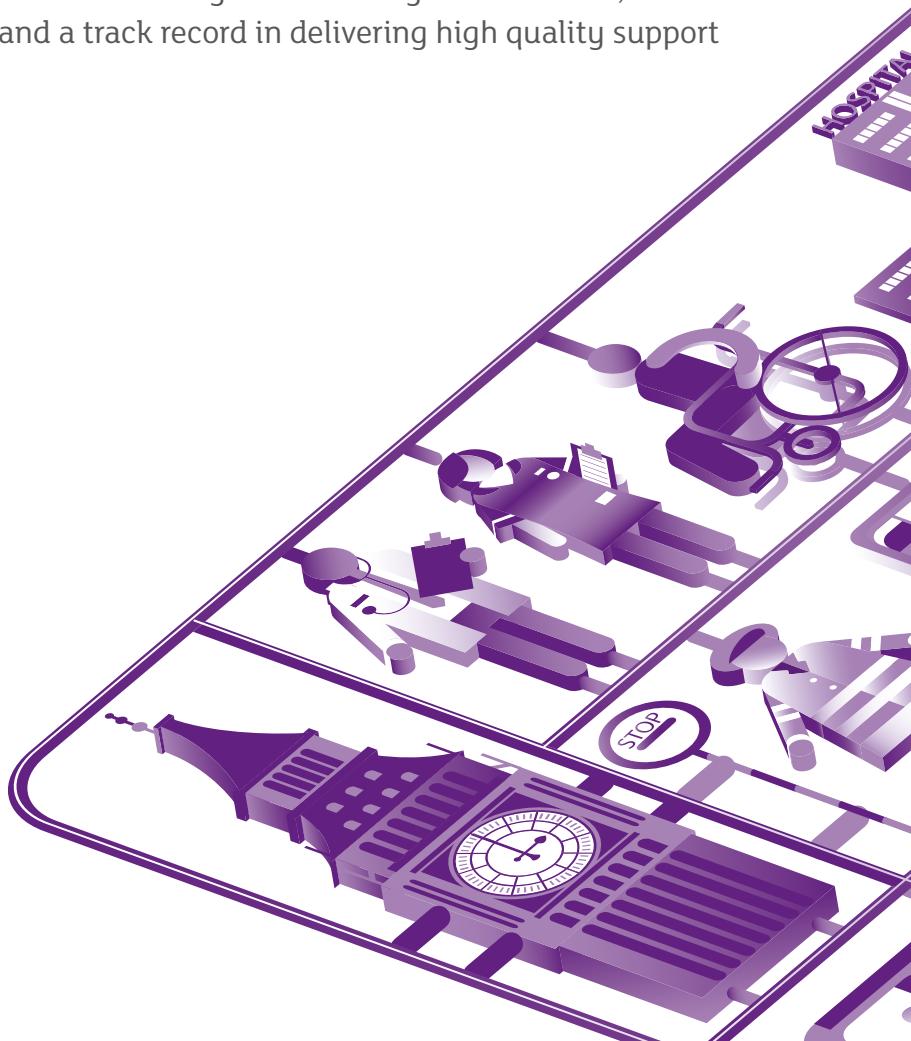
So if you need some support – a critical friend who has great knowledge of the sector, a clear line of sight to the current best practice and a track record in delivering high quality support and advice – then contact us at CIPFA.

To find out how we can help you:

Visit our website www.cipfa.org.uk

For business enquiries call our Business Development team on **020 8667 8591**
Or email us at: enquiries@cipfa.org.uk

For Employer Relations, Student and Membership enquiries call: **020 7543 5600**
Or email us at:
employers@cipfa.org.uk
students@cipfa.org.uk
membership@cipfa.org.uk







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