



The Chartered Institute of  
Public Finance & Accountancy

# Regional development plan 2018

CIPFA South East Region

January 2018

CIPFA South East Regional Council 31 January 2018  
Paper SEO835

## **Introduction**

This version is updated from the version submitted on 1 October 2017 to CIPFA, for the 2018 Regional Business Planning arrangements. Our subvention request of £18,000 was subsequently agreed. Annexes 2 and 3 have therefore been updated to reflect that. This document will be presented to Regional Council on 31 January 2018 for formal approval.

## **Section 1 - Contacts**

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

*For example:*

<b>Position</b>	<b>Name</b>	<b>email</b>	<b>Telephone number</b>
President Vice President Junior Vice President	Amy Crowson John Barker Kathryn Long		
Secretary Treasurer Deputy Treasurer	John Barker Nicki Cooper James Cook		
Data contact (for DP compliance standards)	John Barker (as Regional Secretary)		
Events	John Barker		
Communications - our Website Administrator is current lead point	Lillian Manning		
Regional Student Network President Retired Members Group Leader NQM ceremonies organiser Regional Champions - -mentoring scheme Regional Hub Group Leaders (6 currently and a co-option to Regional Council is offered). CIPFA Council – elected member CIPFA Management Team representative	Frances Slack  Eric Keighley Lillian Manning  Tom England/Stephanie Mitchener Assist the Regional Secretary with local support for organisation of events. Rosanne Fleming Was Jane Payling (a replacement is now required)		
We also co-opt Council Members to represent the geography			

and/or sectors in our region. We will invite the elected CIPFA Council Members from our region.			
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## Section 2 – Activities and achievements

<p>Review of past year's activities: KPIs - Quantifiable outputs – Student and Member numbers - Key achievements - Commentary</p> <p>We are the largest CIPFA Region in membership terms. We have c4700 members and students affiliated to our region. Our area has significant diversity - geographically, economically and culturally - so we seek to tailor our activities to reflect that. We strive to complement corporate CIPFA themes and initiatives as they develop and translate those into suitable content for our events programme. And we are always mindful of the Institute Presidential themes for each year and extend regular invitations for those to be shared first hand by the President personally at our larger regional events.</p> <p>Our 2016 calendar of events is reviewed in our President's Report to our 2017 AGM (ANNEX 1). We delivered a range of activities to support our various membership needs and included CPD and social events plus welcome receptions for new students and presentation ceremonies to newly qualified members. They may be summarised as -</p> <ul style="list-style-type: none"> <li>Conference full days (65, including an annual residential 2 days and our Regional AGM /Spring Conference (April)</li> <li>Morning or afternoon seminars (5 - in London and 2 regional venues)</li> <li>Evening and lunchtime CPD sessions (our hub group meetings - annually 1/3 per group and 2 central London evening events)</li> <li>A joint CPD and networking event (with ICAEW LSCA - on Devolution nationally and a London potential model)</li> <li>Annual Regional Dinner in central London – 200 places</li> <li>Newly Qualified members presentations – bi-annual events at Mansell Street</li> <li>Retired members group visits to places of interest and lunch – bi-annual</li> <li>Student welcome receptions, revision evenings and annual pub quiz.</li> <li>University Careers Fairs – support to Student Recruitment Manager with volunteer attendance at 7 locations in our region</li> </ul> <p>Events are regularly reviewed by Regional Council and delegate feedback, where presented, helped fine tune future events. A relevant extract from the Regional President's Report to our 2016 AGM is reproduced for information – and those trends are fairly evident for the remainder of 2016. We have seen steady growth in the total available hours of CPD for 4 years running, a factor which helped us gain the 2016 Regional Events Programme of the Year Award.</p> <p>Much of this has been possible because of our Regional Council's decision to continue to invest in our Regional Development Project (now described as Extended Regional Support in our budget). We have used our reserves (and set some deficit budgets initially which have been incrementally reduced as our events programme has developed and matured - partly through the ability to attract new and/or sustainable sponsorship through delivery of a robust programme). This investment has been made to help ensure we maintain our role as a Regional</p>
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Council in a robust and sustainable manner.

Our present annual turnover is around £60k – with a high dependency on sponsorship (around 50% of our budget) to deliver our planned programme. Our reserves are reviewed annually to comply with CIPFA guidance (initiated after debate at the former Board for the Regions) and are now at the minimum recommended level according to that guidance.

## Section 3 - Plan for the next 12 months

CIPFA Objectives	Branch activities	Measurable Outputs / KPIs	Resources and expenses (if required)	Timescale
Profile raising, e.g. policy, networking, employer engagement	<p><b>Our 2018 Events Plan is attached (Annex 2). We plan 2018 to be at least a near replica of 2017 enhanced where required to meet potential demand for more localised or sector specific events across our region.</b></p> <ol style="list-style-type: none"> <li>1. Regular full day Conferences and local CPD events (our hub group meetings) across the region, designed to support and enhance members and students (and guest colleagues) knowledge and to offer networking opportunities.</li> <li>2. Presentations to key employer networks (eg County/District Finance Heads) on the role of our region and its value to their staff for CPD and related personal development.</li> <li>3. 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.</li> <li>4. Membership of London Accountants 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 (eg in 2017/18 a Health and Social Care Integration theme).</li> <li>5. Annual Regional Dinner, held in London in</li> </ol>	<p>Positive feedback from a significant majority of delegates.</p> <p>New hub groups and hosting offers</p> <p>Positive engagement with NHS employers for Regional events</p> <p>Ongoing involvement (eg joint events)</p> <p>Maintain</p>	<p>See commentary/explanations in Section 4 Some specific values are shown below.</p> <p>£500</p> <p>Breakeven on a £22k</p>	<p>See attached plan at Annex 2</p> <p>Note - Events may be time specific, other plan elements are undertaken at relevant points during the year, or are ongoing as needs require.</p>

	<p>mid- autumn. It is regularly supported by sponsors engaged in delivery of public services across our region.</p> <p>6. Participation in the annual Pan Accountancy Lunch, which raises CIPFA's profile regionally and nationally through the CIPFA's Institute President's attendance.</p> <p>7. Contact with key Treasurer Society members for create dialogue on key issues and to publicise our regional events (SCT/SLT/ALAT/HFMA)</p>	<p>size/quality of event</p> <p>Participation and CIPFA profile raising</p> <p>Ongoing by individual Regional Council members.</p>	<p>spend</p>	
<p>Member engagement, e.g. with students, identifying new members</p>	<p>1. Regular whole regional and locally tailored eshots summarising information on forthcoming events.</p> <p>2. Active Regional Student Executive organises social events – annual quiz evening, periodic exam preparation briefings</p> <p>3. Dedicated presentation event(s) for Newly Qualified members to receive their certificates.</p> <p>4. Volunteering opportunities, regionally and locally, are regularly advertised verbally at events and periodically when events take place.</p> <p>5. Bi-annual Retired members Group Meetings – usually an organised visit to a place of interest in our region with a lunch arranged.</p> <p>6. Regional mentoring scheme, initially aimed at newly qualifieds (sponsor funded launch)</p> <p>We will also continue to liaise with our adjacent regions to offer members across our SW and CIM boundaries access to our regional events (eg Wessex Conference, Winchester) . We have also</p>	<p>8/10 per year are arranged</p> <p>Programmed for 2018</p> <p>Programmed for 2018</p> <p>New volunteers engaged</p> <p>Programmed for 2018</p> <p>Proposed to develop during 2018</p> <p>Evidence of successful cross</p>	<p>£1800</p> <p>£3000</p> <p>Breakeven on £1k spend</p>	<p>October 2017 Central London launch – to extend as required</p>

	extended invitations to our events to our Channel Islands colleagues.	boundary working		
Events, local focal point for members and other stakeholders	<p>The 2018 Regional Event Plan (attached as Annex 2) gives details of type of event, with dates and venues status.</p> <p>As already emphasised, we are already, and will continue to incorporate the current Presidential Themes into our 2018 rolling Events Plan – which is reviewed and fine-tuned as needed at each Regional Council meeting.</p>	Evidence in content of events.	<p>£1500 budget to support events. Most events break even on approx. £9k spend.</p> <p>£9250 to direct and administer the delivery of the events programme and to secure sponsorship.</p>	
Communications, newsletters, website	Regular eshots (see above), website carries event and related information. Regular contributions are submitted to Spreadsheet. We plan to develop our use of social media for promoting events and stimulate commentary/engagement amongst our members (and other interested parties).	Regular liaison with marketing team for eshots Evidence of regular member engagement.		
Governance, e.g. local branch meetings	<p>We programme 4 Regional Council Meetings annually, plus our Spring AGM. Our constitution was last updated for our Council Year 2017/18. We have introduced the JVP role - and it will be reviewed again for 2018/19 in order to facilitate positive engagement with the elected CIPFA Council Members within our region.</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. Our mentoring scheme launch is a current example.</p>	Quality agendas and effective meetings. Communication of Council business to relevant points in a timely and accurate way. Professional discussion/debate to evaluate new initiatives, with	£5500	

	<p>Specific Groups and some of our hub groups will hold additional meetings as required.</p> <p>Attendance at CIPFA Annual Conference and planned Regional Forums.</p> <p>Note - We see these partly as a governance related activity, rather than a purely member engagement objective. Therefore, we may revisit our budget categorisation and provision when decisions about future resourcing protocols for Annual Conference and Regional Forums (both hosting and regional council delegate attendance) are confirmed.</p>	<p>effective risk evaluation where required.</p> <p>Regular and appropriate delegate attendance. Positive participation and engagement in these events</p>	<p>Budgeted as –  £2000 Annual Conference  £1500 Regional Forums</p>	
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## Section 4 - Resources

We submitted (as Annex 3) our 2017 budget monitoring statement (at 7 Sept 2017) which showed progress in this year plus an estimated outturn. Together, these give a good picture of how Council activities have progressed so far this year, plus our latest forecast of our year end position (and the implications for our reserves).

Our core subvention bid was approved at £18,000 so our Budget proposed for 2018 is set out at an updated Annex 3

Opening Balance	£ See Annex 3 for values relating to this column
Core subvention (if needed to operate the branch) This sum requested is based on our 2015/6/7 subventions and budget allocations, as we seek to maintain our current level of activity. Our attached budget for 2017 (and draft for 2018?) shows gross and net sums, our opening and actual or projected closing balances and our reserves position. Reserves are now at a minimum level and are as agreed with the CIPFA FD in 2016, following the former Board for the Regions policy expectations.	£18,000 approx
.Income from other branch activities (May be derived from budgets as attached)	£
Development funding sought See our note above re subvention (or a	£

'development') requirement.	
Reserves At CIPFA's prescribed minimum level (reviewed in 2015 and 2016)	£
Sponsorship Most of our events are self financing due to sponsorship support in cash or in kind. Our key and larger scale sponsorship is largely negotiated via our Regional Development resourcing. An approximate total may be derived from our budget summary enclosed and from narrative within this submission.	£
Other resources (e.g. use of meeting rooms) We negotiate regular hosting for Regional Council meetings and some regional events or conferences and some local hub group meetings. Hosting means use of premises, provision of refreshments and local event management facilities where needed (eg photocopying). It ranges from complimentary use of large scale quality conference and exhibitor facilities - for c120 day delegates - to small meeting venues for hub events - typically c30 attendees.	£ Obviously of a substantial commercial value. However it is impractical to require calculation of the precise financial value.
Expected closing balance	£See Annex 3

*(It is expected that branches will consider the use of existing reserves first, before further development grants will be considered.)*

## Section 5 - Timetable and Calendar of activities

Annex 2 is our 2018 Events Plan – version 02 at January 2018

<b>Month</b>	<b>Activity</b> [include date and location where appropriate]
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

### Timetable for producing Regional Development Plans

<p><b>July</b> - Issue outline template and instructions.</p> <p><b>October</b> - Branches submit plan, by 1.10.17</p> <p><b>October</b> – Review by Past President, Director of Public Affairs and the Head of Membership</p> <p><b>November</b> - Response back to Branches</p> <p><b>November</b> - Discussion at Autumn Forum</p>	<p><b>January 2018 onwards</b> - Implementation</p> <p><b>May 2018</b> – Review 1, Spring forum meeting</p> <p><b>October 2018</b> – Review 2, Autumn forum</p>
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