



The Chartered Institute of
Public Finance & Accountancy

Regional development plan 2019

Name of Region: South East

Section 1 - Contacts

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

For example:

Position	Name	email	Telephone number
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)		
President Vice President Junior Vice President	Amy Crowson John Barker Kathryn Long		

Section 2 – Activities and achievements

Review of past year's activities: KPIs - Quantifiable outputs – Student and Member numbers - Key achievements - Commentary

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.

Our 2017 calendar of events is reviewed in our President's Report to our 2018 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 -

Conference full days (65, including an annual residential 2 days and our Regional AGM /Spring Conference (April)

Morning or afternoon seminars (5 - in London and 2 regional venues)

Evening and lunchtime CPD sessions (our hub group meetings - annually 1/3 per group and 2 central London evening events)

A joint CPD and networking event (with ICAEW LSCA - on Devolution nationally and a London potential model)

Annual Regional Dinner in central London – 200 places

Newly Qualified members presentations – bi-annual events at Mansell Street

Retired members group visits to places of interest and lunch – bi-annual

Student welcome receptions, revision evenings and annual pub quiz.

University Careers Fairs – support to Student Recruitment Manager with volunteer attendance at 7 locations in our region

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 2017 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.

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 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	<ol style="list-style-type: none"> 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. 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. 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. 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). 5. Annual Regional Dinner, held in London in mid- autumn. It is regularly supported by sponsors engaged in delivery of public services across our region. 6. Participation in the annual Pan Accountancy Lunch, which raises CIPFA's 	<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 size/quality of event</p> <p>Participation and</p>	<p>See commentary/explanations in Section 4 Some specific values are shown below.</p> <p>£500</p> <p>Breakeven on a £22k spend</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>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>CIPFA profile raising</p> <p>Ongoing by individual Regional Council members.</p>		
<p>Member engagement, e.g. with students, identifying new members</p>	<ol style="list-style-type: none"> 1. Regular whole regional and locally tailored eshots summarising information on forthcoming events. 2. Active Regional Student Executive organises social events – annual quiz evening, periodic exam preparation briefings 3. Bi-annual presentation events for Newly Qualified members to receive their certificates. 4. Volunteering opportunities, regionally and locally, are regularly advertised verbally at events and periodically when events take place. 5. Bi-annual Retired members Group Meetings – usually an organised visit to a place of interest in our region with a lunch arranged. 6. Regional mentoring scheme, initially aimed at newly qualifieds (sponsor funded launch) <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 and Autumn Conference, Knuston Hall Wellingborough Northants). We have also extended invitations to our Channel Islands colleagues.</p>	<p>8/10 per year are arranged</p> <p>Programmed for 2017</p> <p>Programmed for 2017</p> <p>New volunteers engaged</p> <p>Programmed for 2018</p> <p>Programmed for 2018</p> <p>Evidence of successful cross boundary working</p>	<p>£1800</p> <p>£3000</p> <p>Breakeven on £1k spend</p>	<p>October 2017 Central London launch – to extend as required</p>

<p>Events, local focal point for members and other stakeholders</p>	<p>The 2018/19 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 2018/19 rolling Events Plan – which is reviewed and fine-tuned as needed at each Regional Council meeting.</p>	<p>Evidence in content of events.</p>	<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>	
<p>Communications, newsletters, website</p>	<p>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).</p>	<p>Regular liaison with marketing team for eshots Evidence of regular member engagement.</p>	<p>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).</p>	<p>Regular liaison with marketing team for eshots Evidence of regular member engagement.</p>
<p>Governance, e.g. local branch meetings</p>	<p>We programme 4 Regional Council Meetings annually, plus our Spring AGM. We have a supportive culture in our Council for new initiatives that are realistic and are likely to be attractive to our regional membership.</p>	<p>Quality agendas and effective meetings. Communication of Council business to relevant points</p>	<p>£5500</p>	<p>We programme 4 Regional Council Meetings annually, plus our Spring AGM. Our constitution was</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>in a timely and accurate way. Professional discussion/debate to evaluate new initiatives, with 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>	<p>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. Specific Groups and some of our hub groups will hold additional meetings as required.</p> <p>Attendance at</p>
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				<p>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>
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Section 4 - Resources

	Value (£)	Comments
Opening Balance (anticipated for the start of the year)		
Reserves		
Core subvention (basic to operate branch)		
Development funding sought		
Income from other activities (e.g. events)		
Sponsorship		
Other resources (e.g. use of meeting rooms)		
Expenditure (related to the activities in Section 2 above)		
Expected closing balance		

Section 5 - Timetable and Calendar of activities

Month	Activity [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>July - Issue outline template and instructions.</p> <p>October - Submit plan, by 1 October 2018</p> <p>October – Reviewed by Past President, Director of Public Affairs and Head of Membership</p> <p>November - Response back to Regions</p> <p>November - Discussion at Autumn Forum</p>	<p>January 2019 onwards - Implementation</p> <p>May 2019 – Review 1, Spring forum meeting</p> <p>November 2019 – Review 2, Autumn forum</p>
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