

# ANNUAL REPORT 2007



# CIPFA IN THE MIDLANDS

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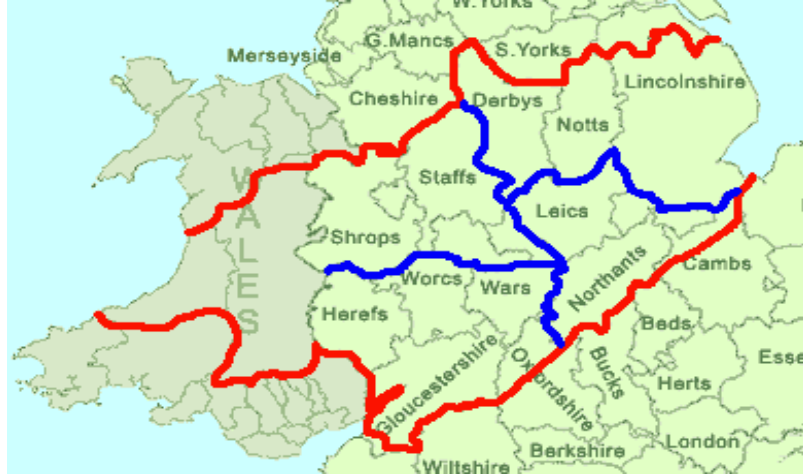
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## 1 INTRODUCTION FROM REGIONAL PRESIDENT

2007 has been a very successful year for CIPFA in the Midlands (CIM). We have implemented a challenging development plan, delivered a wide range of events and networking opportunities for our members and students (including our annual seminar and dinner) and modernised the way we work.

Our region covers a very large geographical area; stretching from the Welsh coast to Lincolnshire, and from the Yorkshire border in the North to the Wiltshire border in the South. This brings logistical challenges and we have recently restructured our four internal areas to ensure we can provide an enhanced suite of CPD events and activities across the whole of the region.



In 2007 the Midlands Region supported 2,458 members (including retired and graduates) which is up from a 1992 baseline of 1,885 and 482 students (up from the lowest point of 303 in 1999). Of these, 560 are retired members. The tables below summarise proportions by gender and age group, with the table overleaf providing more detail.

CATEGORY	MALE %	FEMALE %	AGE GROUP	%
Active members	66	34	29 and under	9.7
Retired	94	6	30 – 39	18.8
Graduates	47	53	40 – 49	29.6
Students	49	51	50 – 59	22.7
Overall	69	31	60 +	19.2

AGE	ACTIVE MEMBERS			RETIRED MEMBERS			GRADUATES			STUDENTS			TOTAL		GRAND TOTAL
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	
not known	1	0	1	0	0	0	0	0	0	6	3	9	7	3	10
< 25	2	0	2	0	0	0	0	0	0	27	30	57	29	30	59
25 - 29	18	47	65	0	0	0	5	6	11	72	67	139	95	120	215
30 - 34	57	69	126	0	0	0	1	1	2	31	33	64	89	103	192
35 - 39	156	112	268	1	0	1	1	1	2	50	41	91	208	154	362
40 - 44	247	176	423	1	4	5	2	1	3	22	45	67	272	226	498
45 - 49	221	113	334	3	5	8	0	1	1	14	15	29	238	134	372
50 - 54	221	73	294	9	7	16	0	0	0	8	8	16	238	88	326
55 - 59	215	37	252	72	8	80	0	0	0	5	4	9	292	49	341
60 - 64	91	6	97	151	10	161	0	0	0	1	0	1	243	16	259
65 - 69	11	1	12	90	1	91	0	0	0	0	0	0	101	2	103
> 70	5	0	5	197	1	198	0	0	0	0	0	0	202	1	203
<b>TOTAL</b>	<b>1,245</b>	<b>634</b>	<b>1,879</b>	<b>524</b>	<b>36</b>	<b>560</b>	<b>9</b>	<b>10</b>	<b>19</b>	<b>236</b>	<b>246</b>	<b>482</b>	<b>2,014</b>	<b>926</b>	<b>2,940</b>

Like all regions, CIM is very reliant on the input of volunteers, and we are very fortunate in having an excellent group of hardworking and committed colleagues who have devoted time alongside busy working and personal lives to support the invaluable work of CIPFA nationally and locally. We are also grateful to their employers who allow time off for CIPFA activity and also host many of our events, keeping costs low and improving accessibility for all. Our main highlights are:

**(a) Highlights of 2007**

- Wide range of events provided
- Website award
- Successful programme of 6<sup>th</sup> form management games
- Annual dinner and seminar

**(b) Key Issues faced in 2007**

- The challenges of reliance on volunteer support
- Restructuring CIM council to optimise our effectiveness

We look forward to again providing an interesting programme of activities in 2008, implementing our development plan, and working alongside Robert Street and other stakeholders in promoting the success and sustainability of the CIPFA qualification.



Carole Mills-Evans, CPFA  
Regional President of CIPFA in the Midlands  
Corporate Director of Resources – Nottingham City Council

## **2 2007 EVENTS**

We've held 13 events in total; 8 mainstream events, 4 CATS seminars and a student workshop, in addition to our annual dinner and seminar and 6<sup>th</sup> form management games. Our 8 mainstream events attracted 322 delegates, as follows:

### **16 January – 84 delegates**

Event: The role of Accountants in VFM, Quality Improvement and Efficiency  
Speakers: Steve Freer, CIPFA  
Louise Rickett, Audit Commission  
Host: West Mercia Police

### **25 January – 45 delegates**

Event: Improving Use of Resources  
Speakers: David Aldous, Audit Commission  
Host: Wolverhampton City Council

### **28 February – 71 delegates**

Event: Local Area Agreements  
Speakers: Janet Mills, Government Office for the East Midlands  
Mary Dowson, City of Wakefield MDC  
Chris Tambini, Leicestershire County Council  
David Quinney, Audit Commission  
Host: PWC, Castle Donnington

### **3 April - 26 delegates**

Event: Balance Sheet Management  
Speaker: Joanna Watson, PricewaterhouseCoopers LLP  
Host: PWC, Birmingham

### **4 April - 44 delegates**

Event: Local Area Agreements  
Speakers: Leo Castledine, Government Office for the West Midlands;  
Jon Crockett, Wolverhampton PCT  
Richard Loveridge, South Worcs Community Safety Partnership  
Phil Morgan, Audit Commission  
Host: Herefordshire County Council

**18 Sept** – 22 delegates

Event: Project Management  
Speaker: John Plumb, IPF  
Host: Northamptonshire County Council

**25 Sept** – 3 delegates

Event: Practice Assurance Scheme  
Speaker: Consultation event run by Robert Street  
Host: PWC, Birmingham

**5 Dec** - 27 delegates

Event: Foundation Trusts (joint event with HFMA)  
Speakers: Penny Venables, Royal Orthopaedic Hospital NHS Foundation Trust  
Kevin Stringer, Birmingham Children's Hospital NHS Foundation Trust  
Trust  
Claire Lea, Heart of England NHS Foundation Trust  
Host: Audit Commission

The Students Society held an IPDS workshop at Nottingham Trent University for 27 delegates. In addition, we held 4 CIPFA Audit Training Seminars (CATS), targeted at our audit colleagues; these were held at Scarman House at the University of Warwick and attracted a total of 295 delegates:

- Seminar 1 - Emerging Issues, 67 delegates
- Seminar 2 - Effectiveness of Internal Audit, 67 delegates
- Seminar 3 - Computer Audit, 81 delegates
- Seminar 4 - Fraud Day, 80 delegates

### **3 SIXTH FORM MANGEMENT GAMES**

Following the success of the 6<sup>th</sup> Form Management Team Games in 2006 and 2007 CIPFA in the Midlands are looking to extend their work in 2008 to provide more opportunities for schools across the region to be involved.

The possibility of running four games is being explored; double the number in each of the last two years. This will require significant volunteer time and effort, but brings great benefits for schools, students, our volunteers, the Institute and the organisations providing venues and facilities to host the games. It was originally anticipated that the game would provide schools with opportunities to learn



more about the Institute, stimulate consideration of business and financial management as a career and promote public services. In achieving these aims the following quote is typical of those received from students who have taken part:

*“From today I understand more about public sector organisations and things they have to deal with e.g. budgets etc. It was enjoyable working as a team and producing work under time pressure. I now know what working in a career in the public sector would be like, and I think it would be quite stressful! But it hasn’t changed my opinion on a degree in finance or accountancy, I would still consider doing one!”*

In terms of promoting the Institute and stimulating a finance career, there couldn’t have been a better response than the comment that was received from one of the teaching staff that attended:

*“As a teacher I had never considered this as a progression route. Now I will find out more and advise students accordingly. All staff [CIPFA volunteers!] involved with the delivery of this event were a credit to their profession and served as ambassadors or role models for the students. A super day. Thank you.”*

In addition there have been at least two extra benefits for the schools. One school took the opportunity to debrief with their students about what they had learned about themselves in a work situation:

*"We had a team debrief the next day. Everyone had enjoyed the day although some were very stressed with the timescale. Others who were more laid back had probably not got as much out of the game as they thought they had. It was fascinating to see the interaction of the team. In terms of team dynamics it was apparent who had worked together in previous projects and who had not. They all said that they would recommend it to others in the following years because of the amount they had learned both in terms of themselves, their expectations of work and life in general. Thanks again."*



At least two of the schools have also used the game as a way of introducing their students to the public sector. It was disappointing to find that many business studies courses do not cover the public sector and that the game was probably the first experience of a significant element of the UK economy for many of the students taking part.

The fact that these two schools, who had both been involved in the 2006 games, had taken time to go through the briefing notes for the 2007 game and to consider the background behind its setting in a NHS context was immensely encouraging in terms of their willingness to understand a little of how the public sector works and, of course, also reflected on their keenness to do well in the game.

#### **Host Organisations**

The involvement of the host organisations has been fantastic, and we are grateful for the tremendous generosity of the University of Wolverhampton and Staffordshire University. Their facilities were made freely available and the rooms and IT equipment have given the school teams every opportunity to make their mark, particularly in the presentations. In 2007 the University of Worcester also offered their facilities.

## **Volunteers**

The willingness of CIPFA members and students to volunteer to assist with the games has been a key ingredient to its success in the past two years and there have even been a few who have helped out with all four of the games held so far. A minimum of 13 volunteers are needed to run each game on the day where there are six teams taking part. As well as contributing towards CPD, it is a great experience working with young people at a point they are considering careers and a way of giving something back to the institute. Many of the volunteers enjoy and gain so much from it that they want to come back and help again:

*"... (we) really enjoyed the day and found the experience very rewarding. Please keep us in mind for future events, for which I may have already recruited a number of additional helpers !"*

Volunteers take the lead in putting on the interruptions (with role playing for the more adventurous) and marking all the work. It can be pressured at times and the final result could be in your hands! There is a good interaction with the young people within specific situations including their final presentation, which many volunteers have found remarkably professional and assured.

### **2 July**

Regrettably had to be cancelled

Host: University of Worcester

### **4 July**

Host: University of Wolverhampton

Participants:

- Chase Terrace Technology College, Burntwood
- St. Peter's Collegiate School, Wolverhampton
- Walton High School, Stafford
- John Kyrle High School, Ross-on-Wye
- Sir Graham Balfour School, Stafford

### **18 July**

Host: Staffordshire University (Stoke Site)

Participants:

- Abbot Beyne School, Burton-on-Trent (2 teams)
- John Taylor High School, Barton-under-Needwood
- Westwood College, Leek
- The Thomas Adams School, Wem

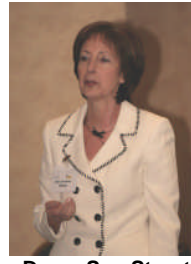
#### 4 ANNUAL SEMINAR AND DINNER



**David Goldstone**

The theme for the annual seminar was "Building Partnerships for the Future" which attracted a wealth of quality speakers and over 70 delegates from all sectors.

Speakers included David Goldstone, Finance & Programme Director for the Government Olympic Executive and formerly of Partnerships UK and Dame Sue Street of PWC.



**Dame Sue Street**

Professor Colin Talbot, a regular contributor to Public Finance and Chair of Public Policy and Management at Manchester Business School spoke on the topic of performance after CSR 2007, alongside Nick Jeffries, who is Head of the South Worcestershire Shared Services Organisation. Tom Taylor, Chief Executive at the Shrewsbury and Telford Hospital NHS Trust spoke on the softer side of partnership working. Delegate feedback confirmed it to be an excellent and worthwhile day.



**Tom Taylor**



**Professor Colin Talbot**



**Nick Jeffries**

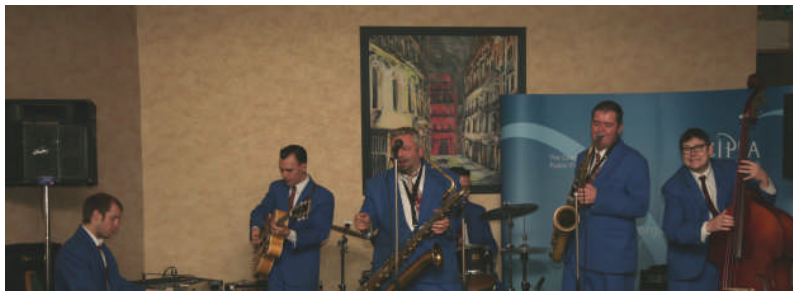
The annual dinner, following on from the annual seminar, was held at the Hyatt Hotel in central Birmingham. This was an enjoyable and first rate networking opportunity, which for the first year featured live entertainment in the form of the highly popular Jazz band; King Pleasure and the Biscuit Boys. We are grateful to our sponsors in supporting this high quality event.



Among the guests at the annual dinner were the National President, John Butler and CIPFA's Chief Executive, Steve Freer. We also welcomed representatives from other Institutes and the CIPFA prize winner Adrian Griffiths. Mark Lawrie was awarded his Past President's badge. £400 was raised for our chosen charity; Acorns Children's Hospice supported by Sellick Partnership.



**Adrian Griffiths (4<sup>th</sup> from left) pictured with CETC colleagues, other prize winners and Caroline Gardner, immediate past Institute President**



**King Pleasure and the Biscuit Boys entertained us at the annual dinner**

## 5 WEBSITE

Building on our previous award in 2005, we were delighted to receive the 2007 Regional Website of the Year award. This year, under the leadership of our web team colleagues Colin Sharpe and Ben Jarrett, we started the introduction of password protected areas for regional professional and service groups (e.g. Children's Services Finance) and kept the site up to date as a means of communicating with members and students. Website hits for 2007 totalled 25,203 as follows:

<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
2,279	2,809	1,980	1,732	2,100	1,878
<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
1,811	1,586	2,894	2,636	2,277	1,221

## 6 REGIONAL ACTIVITY INDICATORS

The following tables show actual performance against our 2007 Development Plan

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Quartile 1:</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Educating, training and continuously developing outstanding members</b>

Key Activity	Target	Actual	Leader(s)
<b>1. To promote of training / development events</b>			
a) Hold a quality annual seminar on a topical theme to support members and to raise the Region's profile	Target attendance - 100 ②	<b>Achieved</b> 151 overall 73 seminar 78 dinner	Lisa Commane
b) Hold at least 10 events in the Region (includes CATS)	10 events held average attendance - 25④	<b>Achieved</b> 12 events Average = 51.4	Alison Jarrett Neil Farquharson
c) Build an event base in the Southern Region.	2 events held total attendance 40 ④ (included in the PI above)	<b>Achieved</b> 2 held 66 delegates	Melanie Brittain
d) To undertake the series of CATS seminars	2 specialist training events held ④	<b>Achieved</b> 4 events held	Neil Farquharson
<b>2 To promote and further develop the CIM Website; a key development tool</b>			
a) Continue to develop the website	Evidenced changes to the website ①	<b>Achieved</b> Regularly updated	Colin Sharpe

b) Increase use of website	In top 2 of regions for hits ①	25,203 hits	Colin Sharpe
c) Increase the capacity of the web-site team	Website team increased by 1 person ①	<b>Achieved</b> Ben Jarrett	
d) Publicise, develop and maintain a self-help database, including investigating the use of web logs to create active web for during 2006/07	Database established ①④	Item deleted due to capacity challenges	Colin Sharpe
<b>3. To promote more effective communication with members and students</b>			
a) Increase the number of e-mail addresses for members/students	to 2800 (from 2700) ①	N/A - We use data from Robert Street	Sue Smith
b) Produce three "Centrepages" regional newsletters and distribute electronically and experiment with the use of HTML format.	3 regional newsletters produced and distributed of which 1 is using HTML to 2,000 members ①	2 produced	Brian Berry / Sue Smith
c) Ensure effective liaison with regional training providers	A minimum of one visit to each ③④ <i>(SS's role as employer's rep on the Governing Body)</i>	<b>Achieved</b> Visits to CETC London and B'ham	Sue Smith
d) Establish and maintain closer links with employers and heads of profession.	Contact database up to date At least 2 interventions ③④	Carried forward	Steve Wellings
<b>4. To raise awareness of CIPFA in schools; our members of the future</b>			
a) Run sixth form management games	2 in the regions ③⑥	<b>Achieved</b> 2 events held	Chris Gill
<b>5. To encourage student involvement in regional activities</b>			
a) Continued involvement of Students Society	Students actively participating in activities - careers fairs, attending events etc ③④⑤	<b>Achieved</b> 1 event held during 2007 (attendance 27)	Simon Bentley
b) Maintain a minimum of 2 members of Students Society on CIM council	2 Student Society members nominated to CIM council ⑤	SB attended but VC vacant	Simon Bentley & Vice Chair
c) Arrange events at CETC and Nottingham University to encourage student involvement	At least one event at each venue ⑤	1 event held at Nottingham	Simon Bentley
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d) Continued involvement of the Student's Union in the 6th Form Management Games	Participation of at least 2 students in each 6 <sup>th</sup> form mgt game ⑤⑥	<b>Achieved</b>	Simon Bentley
<b>6. To distribute information on careers fairs being held in the Region</b>			
Continue to support the activities of Robert Street in delivering careers fair.	Ensure attendance at at least 4 careers fairs ③	<b>Achieved</b> 5 attended	Sue Smith Students
See also: Q3 2a			

**Quartile 2:**  
  **Meeting customer needs and expectations**

Key Activity	Target	Actual	Leader (s)
<b>1. To more effectively publicise what we do and raise the regional profile</b>			
a) Raise the profile through the local mainstream and professional media	Press releases made Coverage achieved ③⑥	<b>Achieved</b> Press releases on 6 <sup>th</sup> form games and annual seminar/ dinner	Carole Mills-Evans
b) Publicise key events such including the Annual Seminar and Annual Dinner in the local press and Public Finance	Annual events publicised ②④	<b>Achieved</b> all publicised	Carole Mills-Evans
c) Publish articles in <i>Centrepape</i> detailing our core activities an how people can get involved in the Regional agenda	Centrepape article published ①③④	<b>Achieved</b> Articles published	Paul Hector
d) More visible representation at national and local events, seminars etc – use of the CIPFA/CIM “brand” when members are participating	100% use of CIPFA brand in all events ③④	<b>Achieved</b> Brand used at every event – including use of new stand	All

e)	Ensure we use quality venues for meetings and seminars.	Post event evaluation of venues and satisfaction feedback improved ④	<b>Achieved</b> 89% average satisfaction	Alison Jarrett
<b>2. To facilitate more effective networking to support our members and students</b>				
a)	Greater communication with heads of profession.	3 meetings held ③④	1 mtg held	Carole Mills-Evans/ Steve Wellings
b)	Network with other Regional CPD advisers twice a year	1 meeting per annum ④	<b>Achieved</b> May 2007	Sue Smith
c)	Support our Members Development Panel representative for CPD	Representative on panel. Feedback to CIM ③	<b>Achieved</b>	Paul Hector

  **Quartile 3:**

  **Setting high standards & delivering best practice in the public interest**

Key Activity	Target	Actual	Lead person(s)
<b>1. To involve new members in the Region - sustaining our future</b>			
a)	Invite new members to AGM to receive certificates.	Target attendance 15 ④⑤	4 attended Sue Smith
<b>2. To actively promote CPD to optimise continuous development and high standards</b>			
a)	Achieve upper quartile CPD participation (by region) by making presentations to employers meetings, emailing non participants, mail-shots to employers to raise awareness of Accredited Schemes and media articles	Upper quartile achieved ①③④	Deleted as CIPFA advised that we must not email non-participants in May 2007. Sue Smith
b)	Issue CPD attendance certificates at each regional/area event.	Attendance certificates issued to each delegate ③④	<b>Achieved</b> now done electronically Sue Smith

<b>3. To recognise involvement of volunteers</b>			
a) Submit a nomination for the Dr Hedley Marshall Memorial award.	Nomination submitted before deadline ④⑤	<b>Achieved</b>	Carole Mills-Evans
b) Recognise outstanding contributions to CIM through invitations to Annual Dinner	Invitations to annual dinner made ②④	<b>Achieved</b>	Carole Mills-Evans
c) Continue to widen the guest list at the CIM annual dinner to include all Members and contributors to promote networking.	②④	<b>Achieved</b> Prize winner attended 27 guests attended	Lisa Commane
d) Recognise personal development opportunities for CIM council members	Issue of 10 CPD certificates to CIM members for activities constituting personal development ③④	<b>Achieved</b> 22 certificates issued	Carole Mills-Evans
<b>4. To strengthen contact with other bodies</b>			
a) Ensure representatives of AAT and HFMA on CIM council.	Representatives identified ④ ⑥ at least 33% attendance ③	AAT rep identified but not attended	Mike Burns HFMA Lesley Piper AAT
b) President/others attend other bodies' events.	5 events attended	<b>Achieved</b> 6 events attended	Carole Mills-Evans
c) Active PIN participation	CIM rep attends at least 50% of PIN meetings ③④	<b>Achieved</b>	Alison Jarrett
d) Identify scope for joint events with, for example, the AAT, IRRV, HFMA and IIA Insurance group (not an exhaustive list)	At least 1 joint event taken place ③④	<b>Achieved</b> 1 joint event with HFMA	Alison Jarrett & Steve Wellings
e) Invite influential guests to our annual seminar	10 guests invited; 5 attending ③ ⑤	<b>Achieved</b> 27 attended overall	Carole Mills-Evans

f) Encourage and facilitate participation of CIM members on national panels, events, speaking engagements and other networking opportunities	2 CIM members: - on panels - networking events - speaking engagements ④⑤	<b>Achieved</b> 5 CIM members participated in various panels 2 on speaking engagements	All
See also: Q1 2a, 2b, 2c and Q1 6 and Q2 1a, 1b, 1c, 1d			

**Quartile 4:**

**Developing our people and making best use of our resources**

Key Activity	Target	Actual	Leader (s)
<b>1. To make more efficient use of resources</b>			
a) Seek sponsorship for "Centrepape"	Sponsorship sought Sponsorship secured ⑦	<b>Achieved</b>	Mark Lawrie
b) More use of e-mail to reduce cost of postage.	Increase email use by 5% Postage costs less than last year ⑦	<b>Achieved</b> Centrepape emailed only	Lesley Piper / Sue Smith
c) Seek organisations prepared to accommodate meetings without charging	2 uncharged for venues ④⑦	<b>Achieved</b> 8 venues were FOC	Alison Jarrett
d) Seek funding for Sixth Form Management Games	Funding sought ⑥⑦	Deleted - Funding not sought so that it can remain a CIM event	Chris Gill
e) Seek sponsorship for the Annual Dinner	Sponsorship secured ②⑦	<b>Achieved</b> Sponsorship of £5k secured	Paul Hector
f) Compile a list of organisations that are willing to sponsor CIM	List compiled ③	<b>Achieved</b> List compiled	Paul Hector
<b>2. To embed our medium term financial strategy</b>			
a) Refine and implement out MTFs	ZBB exercise completed and used to inform new annual budget ⑦	Carried forward	Andy Morley
See also: Q1 - 1a, 1b and 1c			

## 7 SUMMARY ACTIVITY INDICATORS

8 mainstream seminars/events – total delegates	322
4 CATS seminars – total delegates	295
1 student workshop - delegates	27
1 Regional AGM	36
Annual seminar	73
Annual dinner	78
Aggregate attendance	831
Aggregate numbers of members and students in Region	2,940
“Activity Indicator”	<b>0.28</b>
Aggregate attendance (from above)	831
<i>Made up of:</i>	
Members	733
Students	109
<i>Numbers in Region:</i>	
Members	2,458
Students	482
<i>“Activity Indicators”:</i>	
Aggregate	0.28
Members	0.30
Students	0.23

## 8 CIM COUNCIL

CIM council meets four times a year to plan and implement a range of events and activities to support the CPD of members and students in the Midlands region. All this work is voluntary and unpaid. We are grateful to Council members, their employers, and families for supporting their valuable work.

In 2007 CIM Officers were:

Regional President:	Carole Mills-Evans – Nottingham City Council
Regional Vice President:	Steve Wellings – Telford & Wrekin Borough Council
Honorary Secretary:	Lesley Piper - Retired
Honorary Treasurer:	Andy Morley – Leicester City Council
Immediate Past President:	Mark Lawrie - Deloittes

At the AGM, a rolling presentation is available outlining the work of CIPFA in the Midlands and providing more information and photographs of the events we held in 2007 and our plans for 2008. The AGM papers also include our 2008 Development Plan and financial statements.

Set out overleaf are the attendances for elected members and officers in 2007.

Brian Berry - 3 out of 4  
Melanie Brittain - 2 out of 4  
Mike Burns - 2 out of 4  
Lisa Commane - 3 out of 4  
Jon Crockett - 0 out of 4  
Chris Gill - 4 out of 4  
John Haste - 2 out of 4  
Paul Hector - 4 out of 4  
Alison Jarrett - 3 out of 4  
David Kane - 1 out of 1  
Mark Lawrie - 2 out of 4  
Carole Mills-Evans - 4 out of 4  
Andy Morley - 2 out of 4  
Sean Pearce - 0 out of 3  
Lesley Piper - 4 out of 4  
Brian Roberts - 2 out of 4  
Colin Sharpe - 2 out of 4  
Paul Simpson - 1 out of 4  
Sue Smith - 4 out of 4  
Steve Wellings - 3 out of 4