

**CIPFA IN THE MIDLANDS  
MINUTES FROM THE MEETING HELD ON 25<sup>th</sup> SEPTEMBER 2009  
AT BRITANNIA HOUSE, NORTHAMPTON**

**Present**

Steve Wellings	Brian Berry
Lisa Commene	Paul Hector
Andy Morley	Tony Kirkham
Sean Pearce	Chris Lees
Sue Smith	Ben Jarrett
Ed Roddis	Mark Lovell
Kelly Watson	

**MANAGING WELL**

- **Apologies**

Chris Gill	Carole Mills-Evans
Carl Ford	Jon Crockett
Paul Simpson	Michael Kitts
Neil Farquharson	Mark Lawrie
Colin Sharpe	Lesley Piper
Steph Simcox	Mike Burns
Brian Roberts	Suzanne Jones
Alison Jarrett	Andy Burns

Steve Wellings welcomed Ed Roddis, CIPFA Head of Corporate Communications, and Mark Robinson and Donna Clarke from Hays to the meeting.

- Mark Robinson gave a presentation covering the issues faced by CIPFA in the current climate including the way CIPFA is perceived by members and students; the percentage of CIPFA members and students in the different areas of the public sector; the age profile of CIPFA members and the effect all of these things are having on the future of CIPFA.

It was agreed to work more closely with Hays:- they may be present at some CIM events, they may offer some sponsorship, they may publicise some of the CIM events to their contacts, there may be the possibility of a Regional Award offered jointly with Hays.

It was agreed that CIM would decide on a lead officer to be the contact for Hays.

11.00am Mark and Donna left

- **Brainstorming for the 2010 Development Plan**  
Steve undertook to write up a draft plan following on from the SWOT analysis discussed today, and to send it round CIM Council members asking for comments.  
Steve especially wanted to cover how we work together and how we are organised; and how to re-energise the Region and its volunteers
- **Strengths**  
Financially sound  
Regional framework  
Existing volunteers  
Good sponsor base  
Website  
6th form games  
CATS  
Seminar & dinner
- **Weaknesses**  
Lack of volunteers time  
Don't engage with students

- Don't engage with employers
- Don't know heads of profession
- Don't have up to date membership database
- Don't have a centralised event management system
- Clarity of training opportunities
- Free speakers not being used
- Don't know the profile of the students (is it as Mark Robinson described)
- Communications, esp with CIPFA nationally
- Not enough events
- Average age profile
- Perception of some parts of the public sector

- **Opportunities**

- Conference for the Regions
- Use reserves
- Expand partnerships – recruitment agencies, employers, training providers
- NHS – central push
- Clarify strategic focus
- PMPA & low cost events from CIPFA
- Communications – strategy, centrepiece, twitter
- Website development
- Share best practice with other regions
- Get other qualifieds to convert to CIPFA
- Focus on the 'new market' rather than current members and students
- 6<sup>th</sup> form games to the universities
- PIN
- AGM
- 2011 CIPFA Conference, Birmingham
- Volunteer database – map geographically, 2<sup>nd</sup> level volunteers eg panels
- Responsibility and accountability

- **Threats**

- Budget cuts
- Outsourcing
- Competitor qualifications
- Impact of communications

<b>Being there</b>	for members and students
<b>Engaging</b>	better with employers and Robert Street
<b>Training and events</b>	more, and more cost effective
<b>Targeting</b>	involvement, responsibility and accountability
<b>Enabling</b>	recruitment
<b>Representing</b>	CIPFA at local level

- **Must do**

- Conference for the Regions
- AGM
- Development Plan to Robert Street
- Annual Report to Robert Street
- Annual accounts to Robert Street
- Preparation for CIPFA conference 2011
- Celebrate CIPFA 125<sup>th</sup> anniversary

- **Should do**

- Put on events
- Communicate
- Improve our knowledge
- Engage with employers
- Marketing and promotion
- Support students, student society and members
- Ambassadors for CIPFA
- Review the way we work

- **How**  
Assign responsibility
- **How we work**  
Areas – are they the right way to go?  
Do we need a central events committee  
Professional approach to input to council meetings
  - agenda subjects
  - format of input
  - timing
  - information, action, monitoring
 Decision making – delegation  
 Communications umbrella
  - key person responsible for area to lead on that type of communication
  - some regulation / uniformity
- **Council meetings**
  - Invite the most suitable Director to council meetings depending on the topic of the meeting, ask them to give a presentation
  - Topic for the next council meeting to be decided in the last 10 minutes of each meeting
  - December meeting – invite Alex to talk about the booking system, invite Janet (PMPA) and IPF re the free events
  - Area papers to be put onto the website, no paper to the Council meeting unless a decision is required
  - Delegations / working parties
  - Maybe have an exec
  - Ask Council members for preferred timing for meetings, earlier, afternoons, Birmingham every other?
- **6<sup>th</sup> Form Management Games Paper**  
It was decided that CIM would like to carry on with the Games in 2010, the number of games to be decided depending on the venues available. It was agreed that funding would be available, no further decision is required if funding is to remain at the same level as 2009, but Council would like to know if additional funding is required. If new games are required, could the possibility of refreshing old games be considered, or asking Robert Street to write one. Freebies for the Games to be sourced from Robert Street and possibly WMS through Steve. Council members agreed to commit to volunteering for at least one game in 2010, depending on other commitments.
- **PIN**  
If any PIN event needs to be underwritten, a paper must be presented to Council, the President, Vice President or Treasurer to make a decision. Pin are considering using a Twittering Account, CIM is already considering this on its own account.
- **Treasurers Report**  
The Treasurer described the VAT problems encountered by using the Ticket Factory for the CATS Seminars, but these problems seem to have been overcome now.
- **AOB**  
There was no other business.

**The meeting closed at 2.15pm**