

**CIPFA MIDLANDS ANNUAL GENERAL MEETING****THURSDAY 11 MARCH 2010****VENUE**Deloitte's Birmingham Office  
4 Brindley Place, Birmingham B1 2HZ12.30 **Arrival of guests and speakers which will include lunch and networking**14.00 **Welcome by Regional President, Steve Wellings**14.10 **AGM**

1. Apologies
2. To receive and approve the minutes of the previous meeting held on 6 March 2009 at New Bucks Head Stadium, Telford
3. To receive the Regional President's Annual Report for 2009
4. To approve the Development Plan for 2010
5. To receive the Honorary Treasurer's Annual Report
  - (a) Treasurer's Report
  - (b) Approval of the accounts for the year ending 31 December 2009
  - (c) To note the outline budget for the year to 31 December 2010
6. Elections of CM Officers
  - (a) To note the following appointments of officers who were elected last year for the period 2009/11  
  
President: Steve Wellings  
Vice President: Lisa Commane
  - (b) To note the following appointments for 2010/2012  
  
Hon Secretary: Sue Smith  
Deputy Secretary: Ben Jarrett  
Hon Treasurer: Andy Morley
  - (c) To elect the following Members of the Council for the period 2010/2012  
  
Alison Jarrett  
Sean Pearce  
Jon Crockett  
Stephanie Simcox  
Michael Kitts

7. AOB

14.55 **AGM closes**

- 15.00 **Developmental and Interactive Session – Damon Lawrenson**
- 15.45 **15 Minutes Break – Coffee**
- 16.00 **Stuart Pedley Smith – Use of behavioural and development techniques in the workplace**
- 16.45 **Address by National President, Roger Latham and issue of certificates to newly qualified members**
- 17.15 **Close of meeting and vote of thanks by Steve Wellings**
- 17.30 **Drinks and Networking**

This event is being supported by

**Deloitte.**



## **CIPFA IN THE MIDLANDS**

### **MINUTES OF THE ANNUAL GENERAL MEETING HELD ON 6<sup>TH</sup> MARCH 2009 AT AFC TELFORD UNITED**

#### **Attendance**

Carole Mills-Evans – CIM President

Steve Wellings – CIM Vice President

Sue Smith – CIM Secretary

Paul Hector – for CIM Treasurer

Caroline Mawhood – CIPFA President

There were 73 delegates, which included 48 CIPFA members, and 6 CIPFA students

Apologies were received from 10 members

#### **Welcome from Carole Mills-Evans, President of CIPFA in the Midlands, and from Bob Groome, Mayor of Telford**

Carole Mills-Evans welcomed everyone to the CIM 2009 AGM.

Bob Groome welcomed CIPFA in the Midlands and everyone present to Telford, and especially to AFC Telford United. He welcomed Caroline Mawhood, CIPFA National President and presented her with a small momento to mark her visit.

Lisa Commane gave a presentation on what CIM does, and how people can get involved. She explained the Regional Activities Model, and the roles that make up the CIM Council. Lisa then went on to describe CIM's role in relation to CIPFA, CPD, networking and links with the training providers. She finished by asking everyone to think about volunteering.

#### **Apologies**

10 apologies had been received.

#### **Minutes of the 2008 AGM**

These were received as a true record of the meeting. There were no matters arising.

#### **2008 Annual Report**

The CIM President brought the 2008 Annual Report to everyone's attention, and briefly mentioned a few of the highlights of the year. Carole paid tribute to 2 members of CIM Council who were standing down after many years, John Haste, and Lesley Piper who will stand down as Regional Representative in June.

There were no comments or questions. The report was accepted.

#### **2009 Development Plan**

The report was accepted.

## **Honorary Treasurer's Report**

### **Accounts to 31st December 2008**

As neither the Treasurer nor the Deputy Treasurer were able to attend, Paul Hector presented the accounts to the meeting and gave an explanation of the final outcome for the year.

There were no questions. The accounts were approved.

### **2008 Budget**

Paul Hector explained that reserves would be used to cover the shortfall predicted for 2009.

The budget was noted.

### **Election of Officers and Members for 2009**

Carole Mills-Evans proposed Steve Wellings as CIM President for 2009/11, this was seconded by Mark Lawrie. The Presidents badge of office was handed over.

Steve Wellings took over the remainder of the meeting.

Steve Wellings proposed Lisa Commene as Vice President for 2009/11, this was seconded by Chris Gill. The Vice Presidents badge of office was handed over.

Secretary for 2009/10 – Sue Smith

Deputy Secretary for 2009/10 – Ben Jarrett

Treasurer for 2009/10 – Andy Morley

Deputy Treasurer for 2009/10 – Paul Simpson

Regional Representative for 2009/10 – Brian Berry

Members for 2009/11 – Brian Roberts, Paul Hector, Mark Lawrie, Tony Kirkham, Andy Burns

New members for 2009/10 (due to John Haste and Mike Burns standing down) Steph Simcox and Michael Kitts

Members for 2009/10 (second year of office) – Alison Jarrett, Sean Pearce, Jon Crockett.

Brian Berry to become the Regional Representative to CIPFA National Council from June 2009.

Mike Burns to be co-opted to the position of HFMA Representative.

There were no objections to the election of officers or members. All appointed.

The CIM President thanked Lisa for her presentation and spoke of the need to give something back to the Institute, he encouraged people to volunteer. He said that he was looking forward to working with Lisa over the next two years, and thanked Carole for her great leadership stating that she would be a hard act to follow.

### **Any Other Business**

There were no items for consideration and the meeting was formally closed.

Steve Wellings introduced Mark Lawrie who gave a presentation on 'The Role of the Financial Director'

### **The Role of the Financial Director**

Mark's presentation covered the FD's place in the organisation, the challenges the FD faces, and discussed the four faces of the FD – the catalyst, the strategist, the operator and the steward.

Mark answered several questions including what he considered the main relationships shared by the FD and the key abilities of an FD to be.

Steve thanked Mark for an inspiring and pro-active presentation.

The meeting adjourned for a refreshment break.

### **Coaching Presentation**

The meeting continued with an inter-active presentation on coaching by Eleri Sampson. Eleri used the Rudyard Kipling poem 'Six honest serving men' to illustrate the 'what, why, when, how, where and who' of coaching. The delegates were then split into groups of three to look at speaking/listening and observing.

Steve Wellings thanked Eleri for a valuable and interesting presentation and mentioned the coaching pool at the LGA, details available on the CIM website.

### **CIPFA President's Address**

Caroline Mawhood thanked CIPFA in the Midlands, the officers and especially John Haste and Lesley Piper for their long service to CIM.

Caroline then went on to discuss the economic and political challenges faced by CIPFA, and the huge challenge the public sector faces in maintaining public services. She said that CIPFA members should see this as an opportunity to use their financial skills and influence the agenda. Caroline then went on to talk about CIPFA's influence in central and local government and internationally. Caroline concluded by asking that all members play their part in CIPFA by volunteering for panels, activities and the regions.

### **Presentation of Certificates to Newly Elected Members**

The CIPFA President presented 11 newly elected members with their certificates.

The meeting closed at 4.30pm

# Cipfa Midlands Region – Annual Report 2009

## 1. Overview by the Regional President

2009 represented the first year of my period as Regional President. It has been a year of consolidation for the Midlands region of CIPFA following several years of change. The Institute has prioritised regional development during 2009, publishing new regional guidelines with developing performance indicators and the introduction of minimum common performance standards through its Board for the Regions. These formed the basis for discussions at the Conference for the Regions in Leeds in September 2009, and will continue to be developed, shaping and providing focus to the ways in which regions deliver services to the membership.

Our membership is spread across a wide geographical area. There has been a notable change in the gender balance of our membership of almost 3000 in recent years, and around one-third in total are female. It is also encouraging to see that even in these difficult times there has been a slight increase in the number of student registrations, though this will be a considerable challenge to sustain.

The regional development plan for 2010 includes a summary of the progress made in 2009, with considerable notable **highlights** throughout the year.

- We extended our already very successful programme of sixth form management games
- The Students' Society was successfully reformed and relaunched
- Our extended AGM day at AFC Telford United was hugely successful and led to the Regional President and the Chairman of AFC Telford taking part in a workshop at the 2009 national CIPFA Conference in Manchester
- Our annual dinner and seminar was again well received
- Our CATS seminars again were well attended and contributed significantly to the region's funding

We also faced a number of **challenges** during 2009

- Increasing financial challenges for employers adversely affected the ability of members to volunteer and attend events
- Area activity in particular has suffered because of this
- The changes to the regional guidelines required new reporting processes which have taken some time to become clear

Our successes as a region have always been very dependent on our volunteers and the support they receive from their employers and colleagues. Without this, much of our activity would be impossible, and I am always amazed by their enthusiasm, hard work, and commitment. On all our members' behalf, and on behalf of the Institute, I would like to thank them for all their efforts.

In particular I would like to pay tribute to several who resigned from Council during the year. Chris Gill stood down from Council but continues to play a leading role in the organisation of the 6<sup>th</sup> Form Management Games, has been a huge support to the Council, and is much missed – the Council expressed their appreciation for his efforts with a presentation at the Annual Dinner. Neil Farquharson has relinquished his role as Chairman of the CATS organising committee after several years' sterling work. Paul Simpson was Deputy Treasurer for CIM until the end of 2009. Their efforts have been much appreciated over the years and we wish them well for the future.

One area of communication which is not a strength nationally is keeping in touch with our retired members. The Midlands Region has been one of the few to try to do this by organising specific events through the December Club. A Summer outing to RAF Cosford proved popular in 2009, and the December luncheon in Birmingham also attracted 20 people. We will be trying harder in 2010 to contact our retired members in the hope that more will want to keep in touch.

The role of Regional President is impossible to fulfil without the very considerable support of all of my colleagues on the Regional Council, for which I thank them profusely. I would also like to acknowledge the huge amounts of work, usually unseen, unsung, but in my case always appreciated, done by my Vice-President Lisa Commane, and our Council's Secretary, Sue Smith. I look forward to continuing to serve as Regional President in what promises to be a busy and exciting 12 months to come, and would encourage all of our membership to participate in celebrating the 125<sup>th</sup> anniversary of the founding of our Institute.

**Steve Wellings**

**President, Cipfa Midlands Region**

## 2. Events in 2009

One of our main functions is to hold events of varying types across the region. In total during 2009 we held 21 events. This included a revised format for our Annual General Meeting, incorporating a different type of venue and a seminar-type post-AGM session. We also held 5 sixth form games, 4 CATS seminars, and another successful annual seminar and dinner. More details about each of these are shown on our website, but a summary is shown below.

Date	Event Title	Nos.	Location
21.1.09	Comprehensive Area Assessments	32	Deloitte B'ham
6.3.09	AGM & Professional Coaching	73	AFC Telford Utd
29.4.09	Internal Audit Update Day	44	Matlock
29.4.09	The World Class Finance Professional	36	Northants CC
14.5.09	December Club Summer Outing	20	RAF Cosford
23.9.09	Computer Forensics & Digital Investigations	50	Derby Council
2.11.09	Student Soc. Launch/ IPDS Workshop	27	CETC B'ham
6.11.09	Annual Regional Seminar - Innovation	90	Hyatt, B'ham
6.11.09	Annual Regional Dinner	82	Hyatt, B'ham
9.12.09	Annual December Club Lunch	20	B'ham
<b>Total</b>		<b>474</b>	
17.6.09	6 <sup>th</sup> Form Management Game	11	Worcester Uni.
24.6.09	6 <sup>th</sup> Form Management Game	11	Wolverhampton Uni.
1.7.09	6 <sup>th</sup> Form Management Game	16	Nottingham Trent Uni.
8.7.09	6 <sup>th</sup> Form Management Game	11	Staffs Uni.
8.7.09	6 <sup>th</sup> Form Management Game	11	De Montfort Uni.
<b>Total</b>		<b>60</b>	
14.9.09	CATS 1 – IT	67	(Scarman House
21.9.09	CATS 2 – Fraud	79	(University of
20.11.09	CATS 3 – Governance	87	(Warwick
27.11.09	CATS 4 – Emerging Issues	53	(
<b>Total</b>		<b>286</b>	
<b>Grand Total</b>		<b>820</b>	

The numbers shown for sixth form games relate only to CIPFA volunteers. In addition to the above, we take part in the Professional Institutes Network for the West Midlands, which enables our members and students to attend events run by other professional bodies.

### 3. Sixth Form Management Games

Back in 2006 CIPFA in the Midlands had a vision - to promote CIPFA to students prior to them making career decisions. The 6<sup>th</sup> form management games were resurrected as a consequence, creating a stimulating and fun environment for 6<sup>th</sup> form students to sample the scope, complexity and impact of financial management in the public sector. This plays an important part in “selling” CIPFA to young people who may one day decide to pursue accountancy as a career, and to highlight the CIPFA qualification to their teachers and the lecturing staff at the host universities.

The 2009 round saw five games staged in universities across the Midlands region. Firstly, we would like to thank the universities providing the venues – Staffordshire, Nottingham Trent, De Montfort, Wolverhampton and Worcester. About 170 students from 23 schools took part. This year’s winners were Stourbridge College, Adams Grammar School Newport, The Kings School Grantham, Coundon Court School Coventry, and Walton High School Stafford.

The events also have a CPD benefit for the volunteers who help to run the games. This is sometimes not appreciated by those who have never seen one of the games in progress, and who cannot therefore appreciate first-hand the effort made by those volunteers who act as mentors or play different roles during the course of the day. Anyone wishing to volunteer will find the effort very rewarding.

Schools are given some background information before the event. Then, when they arrive on the day, each school forms a management team, with each student taking on the role of a member of that team. We provide them with information relevant to their portfolio and then set them a task – for this series they were asked to produce a draft report by lunchtime. A few unexpected interruptions add to the spice of the day before the teams present their deliberations to a board of governors.

The enthusiasm and enjoyment of the days are captured in some of the comments taken from feedback forms:

*‘The game was structured around a real life situation giving us valuable insight into the issues public sector organisations face’.* Student quote

*‘As usual, excellent materials. The kids really enjoyed it - I was particularly pleased to see one of my quieter / shy students smile all day.’* Teacher quote

*'It was great! The students I worked with had some pre-conceived ideas about public financial management. But the games showed them that there are many tough and varied decisions to be made.'* Volunteer quote

*'Thanks for an excellent experience. I got a lot out of it and it was nice to give something back'.* Director of Finance volunteer quote

'A' level students do not get much exposure to the Public Sector, let alone its finances, despite it comprising a major part of the nation's economy. CIPFA Midlands Region believes that these games, in a small way, help to bridge the gap. In some cases relationships have been developed with the schools and CIPFA volunteers have been going into the school to talk to students about their work as accountants and its impact on their organisation. One member of staff commented that this was the best game to bring his students to as they got so much out of the day.

#### **4. Annual Seminar and Dinner**

The annual seminar and dinner is now a well-established feature of our annual programme and was again held at the Hyatt Hotel Birmingham in early November. The theme was Innovation – especially topical given the financial and economic challenges facing the public sector – and it was a lively and thought-provoking day.

The speakers came from a variety of backgrounds and tackled the subject from different perspectives.

Jon Gorrie, Partner with KPMG, opened the day by challenging delegates to think about sustainability and the role of the Finance Manager, explaining the complexities of accounting for sustainability and the importance of this growing agenda.

He was followed by Chris Leslie, Director of the Local Government Network, who gave a fascinating insight into the issues from a central government perspective, linking these to the public sector at more local levels.

Seb Elsworth, Chief Executive of the Association of Chief Executives in Voluntary Organisations, then offered a perspective from the “third sector”, with a strong plea to consider that sector's capacity to provide solutions which are both cost-effective and in many cases innovative, as part of a mixed economy of service provision – very topical in the current climate.

A hugely entertaining session followed from Chris West, Director of Finance and Legal Services at Coventry City Council. His passion to complete the vision of the Ricoh Arena in Coventry was matched only by his determination to see a railway station link to the site, and his clear frustration to date at not being able to achieve it! Rail travel will never seem the same again...

The final session of the day was a more personal and reflective one from Sarah Wood, who gave a practitioner's perspective of the challenges which lie ahead for finance staff, punctuating her address with examples of the innovation which have quietly improved public services in the UK over the years.

The seminar, and the annual dinner which follows, are cornerstone events in the Midlands Region's calendar and do much to promote the work of the Institute with other bodies.

The annual dinner was attended by the President of the Institute, Roger Latham, and his wife, along with representatives of our partner Institutes from the West Midlands Professional Institutes Network (PIN). One highlight of the evening was the local presentation of one of the Institute's more heavyweight trophies, the Sir Harry Page Award, to the Finance team from West Midlands Police for their innovative work on a new performance management system. Derek Smith collected the award from the President on behalf of his team and a crane was organised to take it on to Lloyd House afterwards.

Entertainment for the evening was provided by an eighties tribute band, 80s Invasion, who were extremely successful in keeping the audience active throughout the rest of the evening.

The event could not have taken place without the hard work of the organising committee and the support of our sponsors, to whom we are very grateful.

In particular, the Sellick Partnership play a large part in organising donations for our nominated charity. For 2009, this was Compton Hospice, and £430 was raised to help the Hospice in its valuable work supporting patients and their families at the most difficult times. A big thank you to everyone who contributed to that very worthy cause.

## **5. Website**

During 2009, CIPFA decided to introduce a common "brand" across the Institute's activities, including standardising URL addresses. As a result of this most access to the CIPFA Midland Region part of the CIPFA website is now through the CIPFA homepage and it is no longer useful or accurate to try to record "hits" in the way previously shown in the annual report. Nonetheless, the Website continues to be the primary method of communication with our members and students, and contains details of current activity as well as an archive of valuable material for their use.

## **6. Implementing Our Development Plan**

The 2010 Development Plan for the Midlands region also contains a review of progress against the 2009 plan, to show how progress is being made from year to year. Almost all of the activities and targets shown in the 2009 plan

were met or exceeded, with only 3 not being achieved – in every case for reasons outside the control of the regional Council.

## 7. Summary Activity Indicators

The requirement to provide information to CIPFA has changed during the year to match the requirements of the Institute's Regional Guidelines. The new information has necessitated a change to our information collection and collation. The information submitted to CIPFA at the year end was as follows.

No.of CPD event hours	51
No. of best practice events	10
% members attending at least 1 event	3
% Customer satisfaction with events	79
No. of student events	1
% students attending at least 1 event	11
Annual survey – members' satisfaction %	72
-- students@ satisfaction %	70

## 8. The Work of the Regional Council

The Council of CIPFA Midlands Region meets at least four times a year to plan and monitor the implementation of a range of activities and events to support the students and members across our region, and in particular to enhance the CPD opportunities available to them. With the exception of secretarial support, all of the work undertaken by the Council is on a voluntary and unpaid basis and could not be done without the support of our families and employers, for which we are extremely grateful.

For 2009 the officers of CIPFA Midlands Region were:

Regional President	Steve Wellings Independent Consultant
Regional Vice-President	Lisa Commane Assistant Director (Special Projects) Coventry City Council
Secretary	Sue Smith
Deputy Secretary	Ben Jarrett West Midlands Police
Honorary Treasurer	Andy Morley Chief Accountant, Leicester City Council
Deputy Treasurer	Paul Simpson Stoke-on-Trent City Council
Immediate Past President	Carole Mills-Evans Deputy Chief Executive/Director of Resources, Nottingham City Council

The table below sets out the attendance at Council for the elected members and officers and their main roles.

Name	Role	Attendance
Steve Wellings	President	4/4
Lisa Commane	Vice-President	4/4
Sue Smith	Secretary	4/4
BenJarrett	Deputy Secretary	2/4
Andy Morley	Honorary Treasurer	2/4
Paul Simpson	Deputy Treasurer	0/4
Brian Berry	Regional Representative	4/4
Carole Mills-Evans	Immediate Past President	1/4
Andy Burns	Council member	2/4
Jon Crockett	Council member	2/4
Paul Hector	Council member	3/4
Alison Jarrett	Council member	2/4
Tony Kirkham	Council member	3/3
Michael Kitts	Council member	2/3
Mark Lawrie	Council member	1/4
Sean Pearce	Council member	3/4
Brian Roberts	Council member	1/4
Stephanie Simcox	Council member	1/4
Melanie Brittain	Area Council representative	1/4
Suzanne Jones	Area Council representative	2/4
David Kane	Area Council representative	0/4
Mark Lovell	Area Council representative	1/4
Phil Spencer	Area Council representative	0/4
Colin Sharpe	Website co-ordinator	0/4
Martin Jones	Academic representative	0/4
Chris Lees	Academic representative	2/4
Neil Farquharson	CATS representative	0/4
Nick Harvey	NSF Representative	1/3
Carl Ford	Student Society Representative	0/1
Kelly Watson	CIPFA Student	1/4
Azhar Ashraf	AAT representative	0/4
Mike Burns	HFMA representative	1/4



# **CIPFA MIDLANDS DEVELOPMENT PLAN 2010**



## **CONTENTS**

	<b>PAGE</b>
1. Introduction	1
2. Review of progress in 2009	3
3. Key Themes for 2010	9
4. SWOT Analysis	9
5. Planned activity 2010	11
6. Budget and Financial Information	16
7. Facing the Future	19
8. Appendix 1. Regional Activities Model	20

# 1. Introduction

CIPFA is the leading accountancy body in the public sector. The Midlands region stretches from the Welsh coast to Lincolnshire, and from the Yorkshire border in the North to the Wiltshire border in the South. The region is currently organised into four geographical areas. Even so, there are logistical challenges to bringing services for all CIPFA members and registered students in the region.



**Northern Area - Derbyshire, Nottinghamshire, Lincolnshire**  
**Contact: Volunteer needed**

**Western Area – Staffordshire, Shropshire, West Midlands, North Warwickshire, Nuneaton and Bedworth, Rugby, Mid Wales**  
**Contact: Alison Jarrett    Alison.Jarrett@birmingham.gov.uk**

**Southern Area – Herefordshire, Worcestershire, Gloucestershire, Warwick, Stratford-on-Avon**  
**Contact: Melanie Brittain    m.brittain@worc.ac.uk**

**South East Area – Leicestershire, Rutland, Northamptonshire, Peterborough, Huntingdonshire, Fenland**  
**Contact: Kelly Watson    KDWatson@northamptonshire.gov.uk**  
**Or Mark Lovell            malovell@east-northamptonshire.gov.uk**

In 2009 the Midlands Region supported 2,896 members, including 473 registered students/part qualified members and around 442 retired members (Source: CIPFA). The table below summarises proportions by age group. Overall, around two-thirds are male, and one-third female. Our overriding aim is to support the ongoing professional development of all our members; irrespective of their current career stage and aspirations.

AGE GROUP	%
29 and under	6.8
30 – 39	17.2
40 – 49	30.3
50 – 59	22.0
60 +	23.7

This plan sets out the intentions of the CIPFA Midlands Regional Council for the calendar year 2010. It has been drawn up based on the Institute's agreed Regional Activities Model (see appendix 1 ) and the national priorities agreed by CIPFA's Board for the Regions. These provide for greater consistency of approach and reporting to reflect CIPFA's national priorities, while still allowing regional individuality and innovation to shine through.

2010 will be a very challenging year for the public sector. The current financial situation will require very significant economies to be made, and the profession will be at the forefront of helping to identify and implement those economies. This will undoubtedly increase the pressure on staff in the finance function, but will also be likely to restrict training and development budgets. The Regional Council has therefore prepared this development plan against that very difficult context.

Nevertheless, 2010 will also be an exciting year for this region. In September we will host CIPFA's Conference for the Regions at the Hippodrome Theatre, Birmingham. This will be even more poignant than usual given that 2010 celebrates CIPFA's 125<sup>th</sup> anniversary. We will also need to prepare for the overall national CIPFA Conference which will be held at the International Convention Centre in Birmingham in June 2011. Both of these are extremely high profile events and will require significant planning and preparation. We also need to continue our unique work in promoting the 6<sup>th</sup> form management games, and build on the success of our innovative CATS programme, annual seminar and dinner, and revised AGM arrangements. We will also strive to build on our events in the areas by trying to make available as many high quality low cost events as we can in accessible locations across the region, showcasing good practice and tackling topical issues..

The Region's Development Plan supports the Institute's current National Development Strategy 2006 - 2010. CIPFA is currently producing a new national development strategy and will issue a draft for consultation in 2010. CIPFA Midlands continues to have a significant positive impact on the delivery of the aims and objectives of the Institute, through providing CPD activities, promoting the qualification and raising the profile of CIPFA's national and international roles, and it will therefore be important for us to contribute, individually and collectively, to the debate on the new national strategy. We recognise that our main focus is on the regional membership and students, so our activity is intended to consider how best we can understand their needs and deliver optimum support locally, whilst contributing to the national direction and plans. By continuing to improve the way we communicate and engage with members and students across the Midlands, we are strengthening the CIPFA community of interest and widening meaningful involvement in our Institute. And we will specifically aim to link with the Institute centrally, and with employers, to promote careers with the CIPFA qualification.

We look forward to providing an enhanced programme of activities in 2010, building on our successes in previous years. We will proactively implement our development plan, and work in partnership with Robert Street and other stakeholders in promoting the success and sustainability of the CIPFA qualification.

**Steve Wellings, BA CPFA**  
**Regional President of CIPFA Midlands**

## 2 Review of Progress in 2009

Our 2009 Annual report provides a detailed review of our activity; summarised below.

10 mainstream seminars/events – total delegates	222
4 CATS seminars – total delegates	286
1 student workshop - delegates	27
1 Regional AGM	73
Annual seminar	90
Annual dinner	82
Aggregate attendance	780
Aggregate numbers of members and students in Region	<hr/> 2,444
<b>“Activity Indicator”</b>	<b>0.32</b>

Our review of progress against the 2009 Plan is detailed below. The 2009 Development Plan showed our regional strategic direction and correspondingly presented a series of activities and workshops. The principles established were to:

- Be an effective face of CIPFA in the Midlands Region
- Provide a conduit for professional networking
- Provide support to the development of our members and students
- Be a vehicle for promoting CIPFA as a qualification – including CPD
- Reflect views of CIM members and students to the Institute
- Provide low cost, high quality, value for money CPD events
- Be a conduit between Robert Street and members
- Develop and enhance the profile of the Institute
- Support and encourage students and student membership
- Support employers
- Develop and share knowledge
- Deliver within CIPFA’s national performance scorecard

The CIM regional structure was redesigned to focus clearly and effectively on the delivery of these principles and was constituted around seven themed work areas; with every council member being involved in one or more of these themes:

### Communications

- Communicating with members/students and our retired members
- Employer/member interaction
- Consultation forums
- Website
- Raising our profile to stakeholders and the public at large

### Events and Activities

- Providing courses, seminars, events and activities
- Providing networking opportunities
- Student training
- Area Events
- Regional Seminar

- Students society
- Sixth form management games
- Joint Robert St events

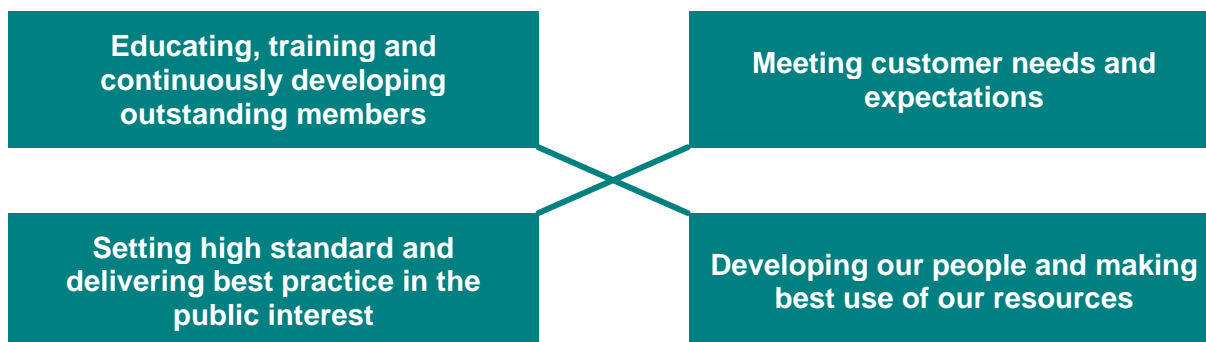
Good governance

- Managing well
- Providing leadership to the Region
- Operating within the Institutes framework
- Delivering against our plans
- Financial strategy and value for money

Sustainability and Growth

- Visibility, participation and representation
- Encourage and support volunteers
- Promoting uptake of the qualification and CPD
- Supporting the “head of profession” role

**CIPFA’S PERFORMANCE SCORE CARD**




**Quartile 1:**  
**Educating, training and continuously developing outstanding members**

Key Activity	Key Themes	Budget £	Lead person(s)	Progress as at 30.11.09
<b>1. To promote 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	Self financing from sponsorship & ticket sales	Annual seminar working group LC/AJ/PH/SS	<b>Held 6 November 2009 90 attended Net surplus £1003</b>
b) Hold at least 10 events in the Region (including the seminar)	10 events held average attendance - 25 ④	Sourcing free use of venues and catering where possible (ex seminar/din	Events team	<b>10 held (Exc. 6<sup>th</sup> form games and CATS) Average attendance 47</b>

		ner)		
c) Build an event base in the Northern area.	2 events held total attendance 40 ④	As above	Events team	<b>2 events held 94 attended</b>
d) Consolidate the series of audit training events in other areas	At least 3 events in each area – average attendance 25	As above	Events team	<b>Partly achieved (in Northern Area– to be revisited in 2010)</b>
e) To undertake the series of audit training events (CATS seminars)	2 specialist training events held ④	Self financing within existing resources	CATs lead	<b>4 events held 286 delegates in total £6759 net income 95% satisfaction rate</b>
<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. 20 events bookings 2. secure pages for areas established①		Web team CS + BJ	<b>Achieved</b>
b) Increase use of website	In top 2 of regions for hits ①			<b>No longer measurable</b>
<b>3. To promote more effective communication with members and students</b>				
b) Produce three “Centrepag e” regional newsletters and distribute electronically.	3 regional newsletters produced and distributed to 2,000 members ①	Existing resources	Centrepag e Editorial Board	<b>2 produced emailed to members</b>
c) Ensure effective liaison with regional training providers	A minimum of one visit to each ③④	Existing resources	SS	<b>Partly Achieved</b>
<b>4. To raise awareness of CIPFA in schools; our members of the future</b>				
a) Run sixth form management games	5 in the region 25 schools involved③⑥		£ CG	<b>Achieved</b>
<b>5. To encourage student involvement in regional activities</b>				
a) Student’s Society	Students actively participating in activities - careers fairs, attending events etc ③④⑤		Students society rep	<b>Achieved</b>
b) Maintain a minimum of 2 members of Students Society on CIM council	2 Student Society members nominated to CIM council ⑤		SS	<b>Achieved</b>
c) Arrange events at	At least one event at each		SS	<b>Achieved</b>

CETC and Nottingham University to encourage student involvement	venue ⑤			
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 ③⑥		CG	Achieved
<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		SS	Not achieved
See also: Q3 2a				



Key Activity	Performance Indicator(s)	Budget £	Lead Person	Progress as at 30.06.08
<b>1. To publicise more effectively what we do and raise the regional profile</b>				
a) Raise the profile through the local mainstream and professional media	5 press releases on 6 <sup>th</sup> form management team games 2 articles on 6 <sup>th</sup> form games 6 other press releases made 2 articles appear ③⑥	N/A	Comms working group	Achieved wholly on 6th form games, partly elsewhere
b) Publicise key events such including the Annual Seminar and Annual Dinner in the local press and Public Finance	Annual events publicised ②④		Comms working group	Achieved
c) Publish articles in <i>Centrepag</i> e detailing our core activities an how people can get involved in the Regional agenda	<i>Centrepag</i> e article published ①③④		Comms working group	Achieved
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		SS	Achieved
e) Ensure we use quality venues for meetings and seminars.	Post event evaluation of venues and satisfaction feedback improved ④		Events working group	Achieved
<b>2. To facilitate more effective networking to support our members and students</b>				
a) Undertake a customer analysis.exercise to determine wants and	Redesign feedback forms at events to obtain wider feedback	Opportunity cost of time	Events team	Deferred To be reviewed for

needs to inform our support offer	Engage sample of heads of profession in similar exercise		President & events team	2010
	Summarise outcomes and produce action plan and report to regional council		Events team	

 **Quartile 3:**

 **Setting high standards and delivering best practice in the public**

Key Activity	Performance Indicator(s)	Budget £	Lead person/s	Progress as at 30.06.08
<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	Marginal cost of lunch – from AGM budget	President	<b>Achieved</b>
b) Involve new members in the work of CIM	4 new members indicating a wish to be involved 4 new members involved in areas and activities	Opportunity cost of time	Events team	<b>Achieved</b>
<b>2. To actively promote CPD to optimise continuous development and high standards</b>				
a) Issue CPD attendance certificates in respect of each regional/area event.	Attendance certificates issued to each delegate (electronically) ③④		Secretary	<b>Achieved</b>
<b>3. To recognise involvement of volunteers</b>				
a) Submit a nomination for the Dr Hedley Marshall Memorial award.	Nomination submitted before deadline ④⑤	Opportunity cost of time only	President	<b>Achieved</b>
b) Recognise outstanding contributions to CIM through invitations to Annual Dinner	Invitations to annual dinner made ②④	Marginal cost of meal/wine – from within annual dinner budget	Seminar working group in consultation with CIM	<b>Achieved</b>
c) Continue to widen the invitation list at the CIM annual dinner to include all Members and contributors to promote networking.	Invitations sent to all members Invitations sent to partner organisations Invitations sent to contributors ②④		Seminar working group	<b>Achieved</b>
d) Recognise personal development opportunities for CIM council members	Issue CPD certificates to all CIM members for activities constituting personal development ③④	Opportunity cost of time only	SS	<b>Achieved – certificates to all CIM for 2008 activity</b>
<b>4. To strengthen contact with other bodies</b>				
a) Ensure representatives of AAT and HFMA on CIM	Representatives identified ④⑥	Travel costs normally	Secretary	<b>AAT rep not attended</b>

council.	33% attendance ③	borne by individual		
b) President/others attend other bodies' events.	5 events attended	ditto	President	<b>Achieved 5 events</b>
c) Active PIN participation	CIM rep attends at least 50% of PIN meetings ③④	ditto	PIN rep	<b>Achieved</b>
d) Identify scope for joint events with (eg) the AAT, IRRV, HFMA and IIA Insurance group (not an exhaustive list)	At least 1 joint event taken place ③④		Events Team	<b>Achieved – 1 joint event held</b>
e) Invite influential guests to our annual seminar	10 guests invited; 5 attending ③⑤		Seminar working group	<b>Achieved</b>
f) Encourage and facilitate participation of CIM members on national panels, events, speaking engagements and other networking opportunities	4 CIM members: - on panels - networking events - speaking engagements ④⑤		President	<b>Achieved 3 on panels President 2 speaking engagements</b>
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	Performance Indicator(s)	Budget £	Lead person(s)	Progress as at 30.06.08
<b>1. To make more efficient use of resources</b>				
a) Seek organisations prepared to accommodate meetings without charging	10 uncharged for venues ④⑦		Events Team	<b>Partly achieved</b>
d) Seek support for Sixth Form Management Games from Robert St	Support continues from Robert St.	N/A	CG	<b>Support in kind given</b>
e) Seek sponsorship for the Annual Dinner	Sponsorship secured ②⑦	Sponsorship of £4,000	Annual seminar working group	<b>Achieved £4675</b>
g) Post implementation review of the way we work	Discussion paper to CIM meeting	N/A	President	<b>Deferred to 2010</b>
<b>2. To embed our medium term financial strategy</b>				
a) Refine and implement our MTFS	Redraft annual budget following ZBB exercise ⑦	N/A	Treasurer Deputy Treasurer	<b>Deferred to 2010</b>
b) Modernise our financial reporting to both CIM meetings and the AGM	New format reporting	N/A	Treasurer Deputy Treasurer	<b>Achieved</b>
c) Modernise the financial section within our development	New format in the 2009 development plan and the	N/A	Treasurer Deputy	<b>Achieved</b>

**Quartile 1:**

**Educating, training and continuously developing outstanding members**

plan to include trends and other relevant analysis	2008 annual report		Treasurer	
d) Refine and amend our reserves policy by 31.3.09	New reserves policy agreed by CIM	N/A	Treasurer	<b>Review in 2010</b>
e) Close the defunct weekend school account		N/A	Treasurer	<b>Achieved</b>
See also: Q1 - 1a, 1b and 1c				

### 3. Key Themes for 2010

As a regional Council we aim to improve in 2010 by being “**BETTER**”:

**Being there for members and students (B)**

**Engaging more effectively with employers (E1)**

**Training and events which are high quality and value for money (T1)**

**Targeting more volunteers (T2)**

**Enabling and promoting innovation (E2)**

**Representing Cipfa at local level (R)**

We will do this by refreshing our relationships with students, members, and employers. We will improve communications, and deliver more high quality activities, including low cost activities where possible. We will increase our volunteer base, review the way we work, and seek to use some of our reserves to increase our influence. We will show the strength of Cipfa Midlands by organising our national events and feedback in an innovative style.

### 4. SWOT Analysis

The 2010 development plan has taken account of an identification by the Regional Council of our strengths, weaknesses, opportunities and threats. A summary of these is as follows.

#### STRENGTHS

- Strong history and reputation for achievement
- A well-produced and well-regarded website
- Strong Council with sound governance structure
- Sound financial management and base
- Committed group of existing volunteers
- 6<sup>th</sup> Form Game
- Annual Seminar and dinner
- CATS seminars
- Good sponsor base
- Paid administrative support

## WEAKNESSES

- Increasing average age profile
- Not enough new volunteers
- Fledgling student organisation
- Reducing influence with employers
- Perception of some parts of public sector towards Cipfa – eg NHS
- Current area structure
- Size of region
- Not enough events, especially at low cost
- Lack of member/student database
- No centralised event management system
- Communication
- Insufficient clarity about new training places to inform graduate recruitment
- Insufficient information about Heads of Profession in employing organisations

## OPPORTUNITIES

- Sharing best practice
- New students
- Focus on new markets
- Conference for the Regions 2010 and national Cipfa Conference 2011
- Cipfa's 125<sup>th</sup> anniversary
- Communications and new technology (eg twitter)
- PIN/links with other bodies
- Co-option
- Promoting “softer” and technical skills
- Better focus of Cipfa's Board for the Regions
- Economic situation and efficiency programme
- Available reserves to pump-prime initiatives
- Low cost events (eg PMPA speakers)
- Media
- Marketing the strengths of the Cipfa qualification
- Different ways of working, greater delegation, responsibility and accountability within regional Council

## THREATS

- Other accountancy qualifications increasing their influence in the public sector – especially the growth of CIMA
- Reducing student numbers
- Relatively inflexible training provision compared with other accountancy qualifications
- Reducing public sector resources
- Pressures on time of Finance staff
- Volunteering for Cipfa seen by employers as unaffordable luxury?
- CIPFA financing for regions and threat to reserves
- Increased outsourcing in public sector

## 5. Development Plan for 2010

Targets are set for each activity. Some link to previous annual plan targets, demonstrating continuous improvement over a longer period. Some of the developmental work has less specific targets but reflects areas for improvement and/or helps create best practice. All are intended to support development over the period of this specific plan.

The activities are linked to Cipfa's national hallmarks as indicated in the tables.

CM Council members' names/roles appear against each target. These individuals are responsible for taking the lead on the designated issue to ensure the target is achieved; working with other colleagues, both on CM and within personal networks to achieve the best outcomes for CM and the Institute. We recognise the value of teamwork to achieve our goals. How each target links to our six key themes shown in section 3 above, using the symbols **B, E1, T1, T2, E2, R**.

Budgets have been identified where appropriate. CM remains grateful for the contributions made by CM council members and their employers in respect of (for example) free and/or subsidised use of premises, provision of lunches and refreshments, hire of equipment and use of consumables and also for allowing colleagues time off from work to attend meetings, plan, deliver and attend events and in covering travel time and expenses. This enormous contribution continues to enable CM to punch above its weight. Due to the voluntary contribution and nature of much of CM's activity there is no direct cost involved in many of the planned activities, but the opportunity cost of each individual's participation is acknowledged with thanks.

During the course of 2010 we will develop the plan along the lines set out on the latest regional Guidelines issued by the Institute.



This links most strongly to CIPFA Hallmarks 1 and 2:

**H1 Accessible and Responsive** (An Institute which is open and accessible, and responsive to the needs of its members and students, including those who wish to contribute to its work as volunteers.)

**H2 Strong Sustainable Growth** (An Institute which is making significant strides to grow its membership and to broaden its reputation across the full breadth of the public services in the UK and the Republic of Ireland, and which is also gaining ground internationally.)

Key Activity	Key Themes	Budget £	Lead person(s)
<b>1. To promote 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 - 90 <b>B,T1,E2</b>	Self financing from sponsorship & ticket sales	Annual seminar working group led by AJ

b)	Hold at least 9 other events in the Region (excluding the seminar)	9 events average attendance - 25 B,T1	Sourcing free use of venues, speakers, and catering where possible	Events Team
c)	Revitalise event base in the Northern and Southern areas	2 events in each area total attendance 80 B,T1	As above	Events Team
d)	Continue the series of audit training events (CATS seminars)	4 specialist training events held B,T1	Self financing within existing resources	CATs lead (PF)
<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. 20 events bookings 2. secure pages for areas established B		Web team CS + BJ
b)	Regular blog by Regional President	Minimum 4 blogs per year B		President
<b>3. To promote more effective communication with members and students</b>				
a)	Produce three "Centrepage" regional newsletters and distribute electronically	3 regional newsletters produced and distributed to 2,000 members B		Centrepage Editorial Board
b)	Ensure effective liaison with regional training providers	A minimum of one visit to each B,R	£200	Secretary
<b>4. To raise awareness of CIPFA in schools; our members of the future</b>				
a)	Run sixth form management games	5 in the region 25 schools involved T1,T2,E,R	£3000	CG
<b>5. To encourage student involvement in regional activities</b>				
a)	Support re-establishment of Students' Society	Students actively participating in activities - careers fairs, attending events etc B,T2,R	£500	CF
b)	Maintain a minimum of 2 members of Students Society on Cipfa Midlands council	2 Student Society members nominated to CIM council B,T2		Students Society
c)	Arrange events at CETC and Nottingham University to encourage student involvement	At least one event at each venue B,T1,T2		Students Society
d)	Continued involvement of the Student's Society in the 6th Form Management Games	Participation of at least 2 students in each 6 <sup>th</sup> form mgt game B,T1,T2,R		CG
<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 fairs.	Ensure attendance at at least 3 careers fairs E,R		Secretary
See also: Q3 2a				


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

This links most strongly but not exclusively to hallmarks 5 and 6.

**H5 High Profile in the Public Services** (An Institute which is well known, influential and highly regarded within its core public service markets and more widely.)

**H6 Delivering Real Improvements on the Ground** (An Institute which is widely recognised to be playing a significant role in the development and implementation of real improvements in the public services provided to and for citizens.)

Key Activity	Performance Indicator(s)	Budget £	Lead Person
<b>1. To raise the regional profile and communicate more effectively what we are doing</b>			
a) Raise the CM profile through the local mainstream and professional media	6 Press releases on 6 <sup>th</sup> form mgt games 2 articles on 6 <sup>th</sup> form games 6 other press releases made 2 articles published R	N/A	Communications working group
b) Publicise key events such including the Annual Seminar and Annual Dinner in the local press and Public Finance	Annual events publicised R		Comms working group
c) Organise Cipfa Conference for the Regions at the Hippodrome Theatre, 23-24 September 2010	At least 100 delegates 95% satisfaction rate from participants T2,R	£5000 + sponsorship	CFTR organising team led by LC
d) Prepare for Cipfa national conference to be held in Birmingham in July 2011	Cipfa satisfaction with regional assistance 15 volunteers identified to help during conference B,E,T2,R	£1000 + sponsorship	CNC organising team
e) Help with organisation of Cipfa National Students Forum, Summer 2011, to be held in Birmingham	Successful Conference Minimum 50 delegates B,E,T2,R	£1000 + sponsorship	NSF organising team led by CF
f) Respond as CM to CIPFA's draft development strategy for 2011-2016	Report to CM Council B,R		President and Secretary All CM Council to contribute
g) Support Cipfa's 125 <sup>th</sup> anniversary including badging all events and publicity in liaison with Robert St.			All CM Council
<b>2. To facilitate more effective networking to support our members and students</b>			
a) Contact established employer networks to raise awareness and build networks to inform future CM activity	Engage 12 heads of profession to facilitate networking opportunities Summarise outcomes and produce action plan and report to CIM B,E,R	cost of time +travel costs say £250	President and nominated members of Council

 **Quartile 3:**

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

This links most strongly to hallmarks 3 and 4.

**H3 Upholding Highest Standards** (An Institute which exudes and promotes the very highest standards of probity, conduct, professionalism and equality of opportunity.)

**H4 Influential in the Profession** (An Institute which is acknowledged to be a significant influence within the Consultative Committee of Accountancy Bodies in the UK and the Republic of Ireland, and internationally.)

Key Activity	Performance Indicator(s)	Budget £	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 10 B,T2,R	Marginal cost of lunch – from AGM budget	Secretary
b) Involve new members as volunteers in the work of CIM	4 new members indicating a wish to be involved 4 new members involved in areas and activities T2	Opportunity cost of time	Events Team
<b>2. To actively promote CPD to optimise continuous development and high standards</b>			
a) Issue CPD attendance certificates for each regional/area event.	Attendance certificates issued to each delegate electronically B	Opportunity cost of time	Secretary
<b>3. To recognise involvement of volunteers</b>			
a) Submit a nomination for the Dr Hedley Marshall Memorial award.	Nomination submitted before deadline R	Opportunity cost of time only	President
b) Recognise outstanding contributions to CIM through invitations to Annual Dinner	Invitations to annual dinner made B,T2,R	Marginal cost of meal/wine – from within annual seminar/dinner budget	Seminar working group
c) Continue to widen the invitation list at the CIM annual dinner to include all Members and contributors to promote networking.	Invitations sent to all members Invitations sent to partner organisations Invitations sent to contributors T2,R		Seminar working group
d) Recognise personal development opportunities for CIM council members	Issue CPD certificates to all CIM members for volunteer activities constituting personal development B,T2	Opportunity cost of time only	Secretary

4. To strengthen contact with other bodies			
a) Ensure representatives of AAT and HFMA on CIM council.	Representatives identified 33% attendance T2,R	Travel costs normally borne by individual	Secretary
b) President/others attend other bodies' events.	5 events attended R	£300	President
c) Active PIN participation	Cipfa Midlands rep attends at least 50% of PIN meetings R	Modest travel expenses	PIN rep
d) Identify scope for joint events with (eg) the AAT, IRRV, HFMA and IIA Insurance group (not an exhaustive list)	At least 1 joint event taken place T1,E,R	Dependent on particular arrangements re venue, speaker, etc	Events team
e) Invite influential guests to our annual seminar	16 guests invited; 8 attending R	Modest postage/calls + dinner budget	Seminar working group
f) Encourage and facilitate participation of Cipfa Midlands members on national panels, events, speaking engagements and other networking opportunities	4 CM members: - on panels - networking events - speaking engagements B,T2,R	Opportunity cost of time	President
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**

This links squarely to hallmark 7.

**H7 Best Use of Resources** (An Institute which conducts its business efficiently and makes best use of the resources at its disposal.)

Key Activity	Performance Indicator(s)	Budget £	Lead person(s)
1. To make more efficient use of resources			
a) Seek organisations prepared to accommodate meetings without charging	10 free of charge venues B,E1,T1,T2	N/A	Events Team
b) Seek support for Sixth Form Management Games from Robert Street	Support continues from Robert Street T1,T2	N/A	CG
c) Seek sponsorship for the Annual Dinner	Sponsorship secured B,T1	Sponsorship of £3,000	Seminar working group
d) Post implementation review of the way we work	Discussion paper to CIM meeting B,E2	N/A	President

2. To plan our medium term strategy and align resources to it			
a) Prepare rolling 3 year development plan for 2011-2013	3 year plan to June CM Council E2		President/ Vice President/Secretary
b) Refine and implement our MTFS in accordance with new 3 year plan	3 year financial forecast including planned use of some reserves E2		Treasurer Deputy Treasurer
See also: Q1 - 1a, 1b and 1c			

## 6. Budget and Financial Information

Our budget has been well managed and has enabled our approach to be successfully developed and embedded. We have consistently taken a prudent approach and been successful in achieving sponsorship for key events. This will be under considerable pressure in 2010 as we prepare for the 2010 Conference for the Regions and the 2011 national CIPFA Conference, both of which will be hosted by our region. A deficit is therefore assumed for 2010 which we will make every effort to cover through vigorous appeals to sponsors. Further details about our budget are set out below.

### Balance Sheet - Year ended December 31 2009

	£
Balance at bank - deposit account	47,160
Balance at bank - current account	5,380
Balance at building society - general CIM account	4,188
Sundry debtors	5,721
	62,488
Less:	
Sundry Creditors	13,642
	<b>48,807</b>
Represented by:	
Accumulated fund brought forward	46,674
Add: surplus for year	2,133
	<b>48,807</b>

**Financial Statement - Year ended December 31 2009**

	2009		2008	
<b>INCOME</b>	£	£	£	£
<b>Subvention from the Institute</b>		(18,642)		(19,758)
<b>Other charitable income:</b>				
Bank/Building Society interest received		70		(973)
<b>TOTAL INCOME</b>		<b>(18,572)</b>		<b>(20,731)</b>
<b>EXPENDITURE</b>				
<b>Educating, Training and Development</b>				
Regional seminar: income	(11,801)		(10,852)	
expenditure	10,798		8,116	
net		(1,003)		(2,736)
C.A.T.S: income	(25,769)		(23,549)	
expenditure	19,010		20,613	
net		(6,759)		(2,936)
Education & Training inc Students Society		678		1,362
Areas		9		74
Other Groups		977		688
Prior Year Events Income		(5,043)		0
<i>Sub-Total</i>		<i>(11,141)</i>		<i>(3,548)</i>
<b>Meeting Customer Needs and Expectations</b>				
Conference for Regions		1,877		1,812
Sixth Form Management Games		3,274		2,552
Communication with Members inc Centrepape		3,464		1,906
<i>Sub-Total</i>		<i>8,615</i>		<i>6,270</i>
<b>Setting High Standards</b>				
CIPFA Conference		3,025		3,361
Newly Qualified Members		0		43
<i>Sub-Total</i>		<i>3,025</i>		<i>3,404</i>
<b>Developing Our People and Best Use of Resources</b>				
CIPFA Midlands AGM		2,384		175
<b>Management and administration</b>				
Paid support		12,205		11,710
Regional Council and Officers' expenses		629		631
Miscellaneous regional expenditure		722		100
<i>Sub-Total</i>		<i>13,556</i>		<i>12,441</i>
<b>TOTAL EXPENDITURE</b>		<b>16,439</b>		<b>18,742</b>
<b>(SURPLUS) / DEFICIT FOR THE YEAR</b>		<b>(2,133)</b>		<b>(1,989)</b>

**CIPFA MIDLANDS - Budget Statement 2010**

	2010 Budget		2009 Actual Outturn		2009 Budget	
	£	£	£	£	£	£
<b>INCOME</b>						
Subvention from the Institute		(20,000)		(18,642)		(20,200)
Other income:						
Bank/Building Society interest (net)		0		70		(300)
<b>TOTAL INCOME</b>		<b>(20,000)</b>		<b>(18,572)</b>		<b>(20,500)</b>
<b>EXPENDITURE</b>						
<b>Educating, Training &amp; Development</b>						
Regional seminar and dinner		(2,000)		(1,003)		(2,000)
C.A.T.S.		(3,000)		(6,759)		(3,000)
Education & Training general		500		(5,043)		100
Students' Society		1,500		678		1,500
Areas		500		9		500
Other Groups		1,000		977		700
<i>Sub - Total</i>		<i>(1,500)</i>		<i>(11,141)</i>		<i>(2,200)</i>
<b>Meeting Customer Needs And Expectations</b>						
Conference for Regions (NOTE 1)		7,000		1,877		2,000
6 <sup>th</sup> Form Management Games		3,000		3,274		3,600
Communications with Members + Centrepape		2,000		3,464		2,000
<i>Sub - Total</i>		<i>12,000</i>		<i>8,615</i>		<i>7,600</i>
<b>Setting High Standards</b>						
CIPFA Conference - attendance		3,500		3,025		3,500
- 2011 prep. (NOTE 2)		1,500				
<i>Sub - Total</i>		<i>5,000</i>		<i>3,025</i>		<i>3,500</i>
<b>Developing Our People and Best Use of Resources</b>						
CIPFA Midlands AGM		1,500		2,384		500
<i>Sub-Total</i>		<i>1,500</i>		<i>2,384</i>		<i>500</i>
<b>Management &amp; Administration</b>						
Paid support		12,500		12,205		11,000
CIM Council/Officers' expenses		1,000		629		1,000
Miscellaneous		800		722		800
<i>Sub-Total</i>		<i>11,000</i>		<i>13,556</i>		<i>12,800</i>
<b>TOTAL EXPENDITURE</b>		<b>31,300</b>		<b>16,439</b>		<b>22,200</b>
<b>NET (SURPLUS) / DEFICIT (NOTE 3)</b>		<b>11,300</b>		<b>(2,133)</b>		<b>(1,700)</b>

## Notes to the budget statement

1. CIPFA Midlands will host the 2010 Conference, and additional budget will be needed
2. Additional budget allowed to prepare for the 2011 National Conference, to be held in Birmingham
3. CIPFA Midlands will endeavour to cover these additional costs by securing sponsorship. Any remaining budgeted deficit will be financed by a contribution from the CIPFA Midlands Reserves, which stood at £48,807 at 31 December 2009.

## 7. Facing the Future

The profile of this region will be substantially heightened in the period covered by this development plan. As the effects of the economic uncertainties bite deeper into the public sector over the next 12 months, it would be easy to turn our backs on the work we do for our profession and our Institute, citing budget cuts and pressures on time as the reasons.

Instead, it is vital that we look to exploit the opportunities which will arise for the Institute to increase its influence and profile. It is important for us to contribute to CIPFA's Development Plan for the next 5 years. It is important that we continue to deliver excellence in whatever we do. 2010 provides many exciting opportunities for us here in this region to make a mark. The continued success of the Midlands region is heavily dependent on the commitment and goodwill of the volunteers who give so generously of their time, and of their enlightened employers who recognise the value of doing so to the continuing development of their staff. I would like to thank them all for their contributions and ask for their continued support and dedication for the future, especially as our region has the spotlight on it in 2010.

**Steve Wellings, BA CPFA**

**Regional President - CIPFA Midlands**



## **Election of Officers and Members of the Council**

Having been properly nominated and there being no other nominations, the AGM is recommended to elect the following officers and members to serve on the council for the periods stated:

### **Election of Officers for the years 2010/12**

Honorary Secretary	Sue Smith
Honorary Treasurer	Andy Morley, Leicester CC
Deputy Secretary	Ben Jarrett, West Midlands Police Authority
Honorary Auditor	Lisa Hall

### **Election of Officer for the year 2010/11**

Regional Representative	Brian Berry
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### **Election of Members for the years 2010/12**

Alison Jarrett	Birmingham City Council
Stephanie Simcox	Walsall MBC
Mark Lawrie	Deloitte
Jon Crockett	Wolverhampton City PCT
Michael Kitts	PwC