

SOUTH EAST REGION DEVELOPMENT PLANS 2009

The overall objective of the South East Region is to deliver better services to our Members and Students. To do this, we have identified three key themes to focus on in 2009 and beyond.

These are:

Increased Volunteering
 Building Student Involvement and
 Building Links with other Institutes

The Development Plan groups together most of our key activities under these three headings.

Quartile 1 – Educating, Training and Continuously Developing Outstanding Members

Key Activity	Performance Indicator(s)	Budget	Responsibility
Increased Volunteering - Sustain the involvement of retired members	Hold 2 meetings per year for retired members at least maintaining current attendance levels.	£100	Retired members representative
Increased Volunteering - Engage Employers in the Region	Increased engagement of Employers	£200	Member Chairman Development
Increased Volunteering - Establish links with local treasurers' groups and other relevant bodies.	Increased contact with groups		Members Chairman Development
Increased Volunteering - Engage with Divisional groups within Region	Increased contact, joint events and regular reporting into CSE Council	£500	Members Chairman Development
Increased Volunteering - Re-establish dormant Divisions in Region	Dormant groups active	£100	Members Chairman Development
Increased Volunteering - Support and develop the delivery of local events to meet the needs of members and students.	Increased numbers of Members and students participating in local activities.	£1,000	Members Chairman Development
Increased Volunteering – Ensure events deliver what members and students need	Feedback from events demonstrates high levels of satisfaction with events		

Building Student Involvement - Support action learning in the Region	Maintain/update action learning material on CIPFA South East website. Assess options for providing wider support, including of developing an action learning 'matching' service. Aim to make the materials relevant to student volunteers		Education & Training Group Chair
Building Student Involvement - Support the attendance of students in the Region at relevant conferences	Numbers of CSE students attending NSF conference]	£1,500	Education & Training Group Chair
Building Student Involvement - Hold events for students in the Region	At least two student events held during year.	£2,000	Education & Training Group Chair
Building Student Involvement - Promote the Region to new CIPFA students	Co-ordinate delivery of at least one briefing a year to 80% first year students at CETC and ARU. Promote CIPFA to potential year 3 AAT students. Increase student attendance at Regional events such as AGM, Spring and Summer Conferences		Education & Training Group Chair
Building Student Involvement - Recognise and reward the best performing students in the Region	Introduce a prize scheme for students at certificate and diploma levels.	£600	Education & Training Group Chair/ Student Representative
Building Student Involvement - Annual regional dinner	Increase number of students attending Annual Regional Dinner	£3,500	CSE Council members
Building Student Involvement - Graduation ceremonies for newly qualified	Ceremonies to be run throughout the year with at least 70% of those invited attending.	£2,000	Former Events Secretary
Building Student Involvement and Building Links with other Institutes Promote links with other accountancy and relevant	Regular links with at least 3 other bodies Develop at least 2 events with any key partners that are free/low cost		Members Development Chairman

bodies in region	Open up at least 2 other partners' events to CIPFA members/students		
Building Links with other Institutes Establish Partner engagement programme	At least 4 partners to be contacted.	£100	Members Chairman Development
Produce CSE newsletter in electronic formats	Aim to produce 3 editions of the newsletter	£500	Newsletter editor
Summer Conference	An annual conference is organised at least maintaining attendance at prior years level.	Self Funding	Conference Organiser
AGM and Support event	The AGM and a supporting seminar are delivered each year, at least maintaining attendance at prior years level.	£2,500	Members Chairman Development
Actively participate in the CIPFA Conference and Conference for the Regions	Sponsor attendance at the conferences. Ensure at least 6 representatives attend each conference. Include one student or recent qualified for the Conference for the Regions	£5,500	CSE Council
Support mentoring in the Region	Maintain/update mentoring material on CIPFA South East website. Maintain lists of potential mentors and mentees, and match people within a month of a request if appropriate mentors available.		Education & Training Group Chair
Quiz Evening - to promote networking	Self funded event supported by a minimum of 50 members	Self Funding	Members Chairman Development

2 Meeting Customer Needs and Expectations

CSE does not currently run any activities primarily to raise funds. Members and student focussed activities are listed under quartile 1.

3 Setting High Standards and Delivering Best Practice in the Public Interest

CSE does not currently carry out research or policy and technical work. Individual members contribute to the work of CIPFA via boards, committees and panels and through requests to contribute to consultations.

4 Developing Our People and Making Best Use of our Resources

Key Activity	Performance Indicator(s)	Actual to Date	Comments
Keeping Active	All Members of CSE Council to attend at least two thirds of Council meetings. Performance to be measured each year following the AGM.		All CSE Council Members
Volunteers	Increase number of active volunteers		Volunteers Co-ordinator
Implement strategy and monitor impact	Against clear milestones set out in the strategy ensure activities and targets are achieved. Assess impact of strategy activities and refine strategy as appropriate.	£5,000	Chairman/Vice Chairman
Contingency fund from which bids can be made for activities	Support activities that benefit CIPFA members in SE.	£5,000	Chairman/Vice Chairman
Develop the use of web-based communications	Increase CSE web-site hit-rate by 10% per annum year on year	£150	Communications Group Chairman
Keep web-site up to date	Information up-dated and or deleted within 2 weeks		Communications Group Chairman.
Building Student involvement Increase use of e-mail contact with members	Increase % of e-mail addresses held. Increase number of times e-mail used to communicate		Communications Group Chairman

Produce budget and accounts	Budget by 1 st January each year and accounts by 28 th February each year, audited accounts by the date of the AGM. VAT returns achieved quarterly.		Honorary Treasurer and Honorary Auditor
Administrative activities	Ensure administrative activities are carried out effectively: Reports, plans and budgets to BfR in required timescales	£12,000	Secretary
Promote opportunities to potential sponsors	work with Institute to secure greater range of sponsorship as a part of national initiative		CSE Council
Change committee reporting structure	Make agreed changes to improve effectiveness and improve attendance		Chair and vice chair + existing committee chairs and treasurer

Proposed Budgets	2008 £	2009 £
Quartile 1	21,900	20,300
Quartile 4	22,150	22,150
Total Expenditure	44,050	42,450
Less CIPFA Subvention	(34,000)	(34,000)
Investment Income	1,000	1,000
Deficit to be met from reserves	10,050	7,450
Surplus to add to reserves		
Anticipated Reserves 1 January	51,575	41,525
Anticipated Reserves 31 December	41,525	34,075