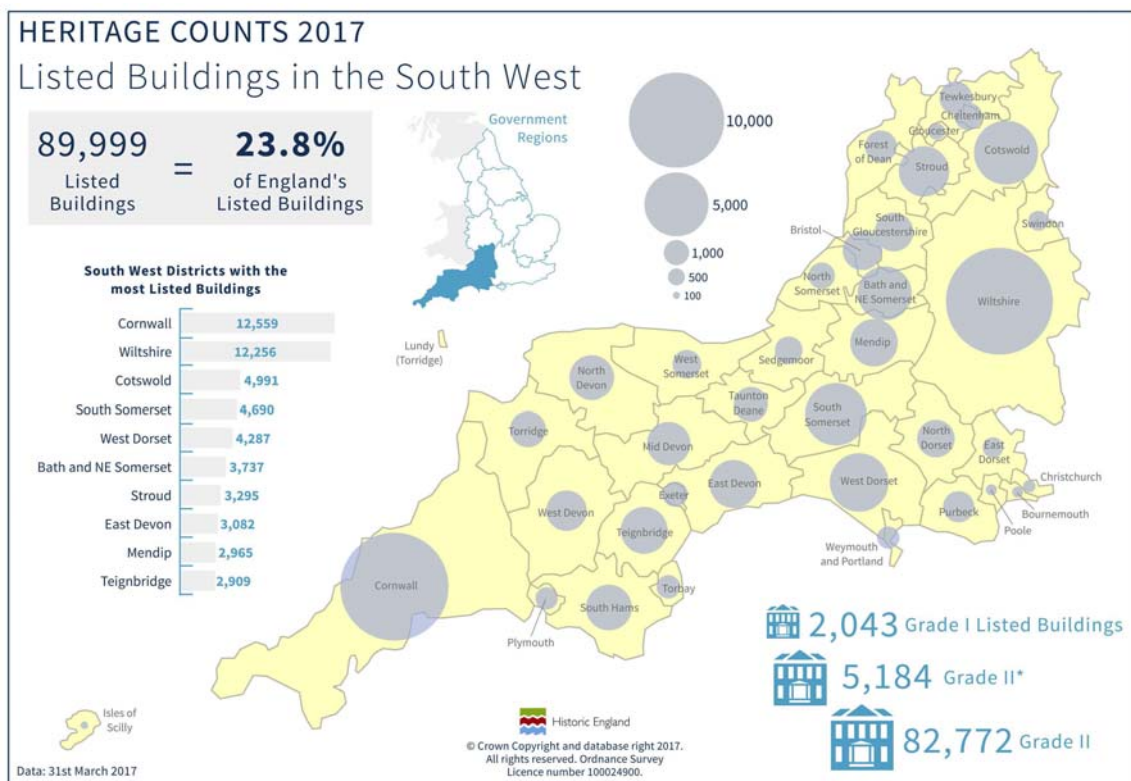




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## South West Branch Oct 2018-2019 Business Plan

The South West region is a large diverse rural and urban region with coastal areas. The area has a significant number of heritage assets.



The preparation of a business plan is desirable to give a realistic direction to branch activities and the provision of member services. The branch plan should complement and take forward the national Institute's corporate aims and business plan. The business plan was last updated in February 2017 and approved by the IHBC on the 3rd March 2017. The new plan will take the branch through 2019.

The branch committee will continue to find ways of minimising costs as travel is the largest expense for the committee with committee members from a wide geographical area. The branch holds four meetings a year in a central location but with careful planning and free meeting rooms this helps to keep outgoings as low as possible. There is a continuing need to engage with the central IHBC Council via national meetings etc. The Branch also continues as a major contributor to SWHEF and there has been a change in branch representative for this role and there are some costs for travel related to this. THE SWHEF are at the forefront of mapping of local authority conservation cuts for central IHBC and this work formed the basis of a full research survey, with the assistance of HLF funding, into the

impact of cuts to heritage services which was presented in June see <https://HistoricEngland.org.uk/whats-new/in-your-area/south-west/research-local-authorityheritage-services-south-west/>

There have been some changes to committee membership since the last Plan period with a new treasurer, membership secretary and bulletin editor in place. The role of the Event's Organiser was not recruited to and this activity has been spread across all committee members to ensure that training activities are continued on an ad-hoc basis whilst saving the expenses of a full committee member. Further change occurred towards the end of 2018 with the appointment of a new Secretary and Private Practice Rep. The Branch has traditionally paid small honoraria to support the expenses of the Branch Secretary, Treasurer and Bulletin Editor and it is recommended that these continue to assist in retention/recruitment of committee members which is a continuing problem.

A mix of events have been held since the beginning of the last Plan period, including a number of smaller events aimed at providing low cost CPD for members. Many of these have been advertised through Eventbrite to reduce admin costs and this has been very successful. A site tour of the John Boyd Textiles factory and a number of seminars aimed at improving consistency in decision-taking for both members operating in private practice as well as local authority was well received. Central IHBC are interested in developing a model seminar which will be rolled out for use by other regions in the future but no further profits or losses are anticipated.

The branch held a large conference in Bristol in June 2017 on Heritage and Law with Dr Charles Mynors being the principle draw. This was an extremely successful event netting a significant profit which has secured a sound bank balance to support event planning for the immediate future. Sponsorship was also received from Historic England and it is hoped that partnership working and corporate sponsorship will enable the branch to provide cost effective training for its members. A follow up event held in Exeter early in 2018 was similarly well attended and was priced attractively to assist those who could not attend the main seminar in Bristol. Overall this has resulted in income being significantly greater than anticipated in the last Business Plan, leading to a net increase in reserves compared with the previously estimated reduction. It is not anticipated that there will be a need to call upon financial help from the national Council in this plan period due to reserves from these successful events.

Planned events for this year include a day event in late spring with a C20 theme which is also likely to be accompanied by the AGM. Further technical day schools on a theme of 'damp' and 'sustainability' will follow in the autumn and an event on the theme of Public Inquiries is in the pipeline (potentially 2020). The Committee will also continue to pursue smaller ad hoc events and visits to provide cost effective CPD on a local level. The new business plan seeks to match resources to intentions and the table following sets out the expenditure for the business plan -

## Estimated expenditure Oct 2018-2019 plan

Reserves as at 31 <sup>st</sup> October 2018				£14,001.03
Objectives	Targets	Proposed Actions	Lead Member	Budget per year
Raise and maintain standards of conservation practice in the South West Region.	Maintain contact with membership through <ul style="list-style-type: none"> <li>quarterly branch meetings around the region;</li> <li>maintained list of e- mail addresses;</li> <li>Distribution of bulletin</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly meetings hosted in different, varied venues within region, (includes travel, room booking and refreshments)</li> <li>Electronic distribution of minutes of meetings and correspondence</li> <li>Production of Bulletin and distribution</li> <li>Manage existing budget to cover expenses of committee &amp; provide for incidental expenses (petty cash)</li> </ul>	Chair/secretary  Secretary (honorarium)  Bulletin Ed. (honorarium) Branch Reps (no cost)  Treasurer (honorarium+ petty cash)  Discretionary honorarium (if required)	£2000 (total yearly budget for 4 meetings)  £100  £100  £120  £100
Contribute to the national debate on conservation legislation and practice guidelines.	Contribute to IHBC consultation responses from Council and independently when appropriate  Contributions to Context Magazine and Bulletin	<ul style="list-style-type: none"> <li>Coordinate and channel consultation responses</li> <li>Discuss collaborative contributions to Context and bulletin</li> </ul>	Secretary/Branch Reps  All Members	None  None
Educate, update & inform conservation professionals in the South West Branch and offer CPD opportunities for members	Conferences, educational visits & seminars related to conservation theory & practice.  Build partnerships with relevant organisations such as Historic England, National Trust SPAB for training events	<ul style="list-style-type: none"> <li>Branch meetings</li> <li>Day conference (+ AGM) May19 (room+catering+speaker/cttee expenses)</li> <li>Day conference Sept 19 (as above)</li> <li>Events and visits</li> </ul>	Chair & All Members	£1,500  £2,000  £300

Attract and retain new members to the IHBC through branch activity.	Use IHBC corporate information and membership in professional communications.	<ul style="list-style-type: none"> <li>Encourage fellow professionals to become involved.</li> </ul>	All Branch Members & Membership Secretary	None
Offer a forum for airing common issues in the conservation field in a supportive environment to develop new conservation ideas and lobby for change. Maintain and foster new relationships locally and centrally.	<p>Ensure an inclusive agenda at Branch meetings.</p> <p>Collect and coordinate feedback from branch members to be forwarded up to Council.</p> <p>Maintain relationship with Central Committee and attend branch connection days</p> <p>Build partnerships with relevant agencies such as SW HEF and others</p>	<ul style="list-style-type: none"> <li>Request that members make contributions on specific issues at specific branch meetings.</li> <li>Ensure wide subject range of contemporary and recurring issues including urban and rural balance</li> <li>Minute comments from members at all of branch meetings to be distributed to branch and feed back to Council</li> <li>Representative to attend Council meetings</li> <li>Representative to attend South West Historic Environment Forum</li> </ul>	<p>Chair</p> <p>Secretary/ Chair</p> <p>Secretary &amp; Branch Reps &amp; Council Rep</p> <p>Council Rep</p> <p>South West HEF rep</p>	<p>£230</p> <p>£230</p>
Est. total expenditure				<b>£6680.00.00</b>
<b>Est. income</b>				
Conference delegate fees B'mouth - £50 x 30 (based on nominal 40% paid take-up, 75 seat venue)			£1500	
Conference delegate fees Bath - £50 x 75 (based on nominal 75% paid take-up, 100 seat venue)			£3750	
Conference sponsorship Historic England – 2 x £500			£1000	
<b>Est. Total income</b>				£6250.00
Excess of income over expenditure				-£ 430.00
Estimated reserves at 31 <sup>st</sup> December 2019				£13571.03