**SOUTH WEST BRANCH**

BUSINESS PLAN 2015 - 2016

The preparation of a business plan is desirable to give a considered 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 branch has not called upon financial help from the national Council since 2007. Essentially the branch has managed its own financial affairs and some of the highlights of the past year are noted below left.

The underlying business plan was last updated during 2014 and this now needs to be rolled forward.

[](http://www.google.co.uk/imgres?imgurl=https://www.esa-servicedapartments.co.uk/images/locations/south-west-england-map.png&imgrefurl=https://www.esa-servicedapartments.co.uk/locations/south-west-england/&h=456&w=670&tbnid=ppCqZztX6Xnf2M:&docid=K-glWAGEY_VtwM&ei=n0YmVq6iGofjU92FqLgD&tbm=isch&ved=0CCoQMygJMAlqFQoTCO7t-NiY0cgCFYfxFAod3QIKNw)

* *Highcliffe Castle Conservation Plan event*
* *Continued seminars on consistency in decision making*
* *Membership recruitment event with LETS officer*
* *The Conservation of Montague House event with NT*
* *Sandford Orleigh Screen lecture*
* *Conservation of Traditional Thatch Event with HE*
* *Circulated 4 Bulletins*
* *Continued major contributor to SWHEF’s mapping of local authority conservation cuts*
* *Attended 4 central Council meetings representing the SW at these meeting*
* *4 meetings of the Branch Committee at venues around the SW*

**The South West in numbers :**

**18** World Heritage Sites +28.6% since 2002

**1535** Conservation Areas

119 Registered Parks & Gardens + 15.5%

**2621** Scheduled Ancient Monuments +2.6%

**31,431** Listed Building Entries -0.2%

**8** Registered Battlefields

**23** Registered Wrecks

**174** Full and **111** Affiliate IHBC members

**-18%** Local Authority Conservation Staff

Source : Heritage Counts 2014

During the past year consideration was given to means of reducing expenditure. Sponsorship of a place at the Annual School has been withdrawn, and thought was given to reducing the number of county reps, particularly the Cuba area which has not functioned effectively. The status quo however was maintained and the branch absorbed a financial loss during 2014-15. Overall, finances remain in-line with previous business plan forecasts and the accounts are currently in a reasonably healthy state due, in no small part, to the massive amount of hard work that the committee has put in to minimise the cost of event administration. For the future, many of the costs - such as those associated with holding meetings - are anticipated to continue at historic levels.

Employer’s training budgets continue to be squeezed almost to the point of extinction. Over the past couple of years the branch committee has sought to close some of the gaps by arranging low-key, inexpensive or free events. We strongly feel as a branch we would like to continue this as long as possible, although we do aim to provide an opportunity to bring a large number of members from across the region together at a major conference during the course of the next twelve months. A sound bank balance will be necessary to secure premises hire, advertising, catering fees, speakers’ expenses, etc. and these expenses often need to be paid or guaranteed up front. Past experience shows that in the final analysis a conference is likely to raise funds for the branch but this is not certain and a budget should allow for a small nett profit. The new business plan will seek to match resources to intentions.

**Table 1** puts the current level of financial assets into context. Essentially accumulated funds have continued to be invested in the works of the branch. As noted above there was an operating loss for the past year. Thus unless a successful profit-making conference can be arranged funds will dwindle sharply.

**Table 1 Resources 2014 – 2016** (IHBC financial year Oct-Sep)

|  |  |  |  |
| --- | --- | --- | --- |
|  | End of Sept. 2014 | End of Sept. 2015 | Forecast Sept. 2016 |
| Bank accounts (1) | 4904 | 4650 | 1300 |
| Liabilities |  | 1000\* | 0 |
| Total assets | 4904 | 3650\* | 1300 |
| * Estimate | | | |

The *South West Bulletin* will continue to be the main means by which the membership is linked together. The branch committee will also seek to continue to provide and promote cost-effective CPD events throughout the branch area, perhaps in conjunction with other agencies. However, the main emphasis for the forthcoming year will be on arranging a major regional conference.

**Table 2** following outlines the proposed Business Plan for the forthcoming twelve months.

**Table 2 Business Plan for 2015-16** (October-September)

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Action** | **Responsibility** | **Est.**  **Expenditure (£)** |
| **Help conservation** |  |  |  |
| Build partnerships with relevant bodies and agencies | Attend SWHEF | External Rep | 260 |
| Attend RTPI, RIBA, IFA | Chair / IP Chair | 100 |
| **Support members** |  |  |  |
| Foster CPD opportunities | Seek support from partners/external bodies to deliver seminars, and visits | Branch Committee | 200 |
| Arrange SW Conference | Working title ‘*Heritage Impact – What’s the Harm?’* | Events Rep | -200 |
| Maintain communication links with members | Compile, edit and circulate Bulletin (including gift tokens and honoraria) /maintain email lists | Bulletin Editor/ Membership Sec | 150 |
| **Operate Branch committee** |  |  |  |
| Quarterly Branch Committee meetings held within region | Organise 4 SW meetings | Branch Committee | 1500 |
| Ensure continuity with Bank and day to day running of accounts | Liaison with bank and overseeing of accounts | Branch Treasurer | 100 |
| Arrange AGM | Appoint officers and national reps. Approve/ratify the SW Business Plan | Branch Secretary | 250 |
| Total expenditure (2015-16) | | | £2360.00 |

**Branch Committee**

**November 2015**