



IHBC North Branch

Business Plan

2022/2023



Part 1: Introduction

The purpose of this Business Plan

This Business Plan relates specifically to the North Branch of the Institute of Historic Building Conservation. It covers the following matters:

- Part 1: Introduction to the North Branch Business Plan, adoption and monitoring process.
- Part 2: Strategic aims and priorities for the year along with focused objectives.
- Part 3: Specific action plan and responsibilities.
- Part 4: Financial needs to deliver the Business Plan.

This Business Plan was agreed by North Branch Committee at their Meeting on 14 July 2022 and submitted for approval at the Board Meeting on 7th September 2022. Progress against the aims and objectives will be monitored throughout the year and summarised in a review document in January 2023 to inform the Business Plan 2023/2024.

Who is the North Branch Committee?

The North Branch Committee has overall responsibility for delivering the Business Plan. It represents the 84 Members (40 Supporter and Associate and 44 Full and Retired) of the IHBC in the North of England which covers: Cumbria, Durham, Northumberland and Teesside, Tyne and Wear. The Branch Committee currently comprises the following members:

1	Oonagh Cranley	Chair	Tyne and Wear
2	Michael Atkinson	Treasurer	Northumberland
3	Rebecca Taylor	Secretary	Durham
4	Stewart Ramsdale	Membership Secretary	Teesside
5	Roger Higgins	Cumbrian Representative	Cumbria
6	Sarah Dyer	Committee Member	Tyne and Wear
7	Sharon Kelly	Committee Member	Northumberland
8	John Pendlebury	Committee Member	Tyne and Wear
9	Geoff Underwood	Committee Member	Tyne and Wear

Part 2: Aims and Objective

This section outlines the key aims and objectives of the regional committee for 2022/2023. These objectives will be delivered through the action plan, set out in Part 3 below.

Strategic aims:

- A. Consolidate North Branch Committee.
- B. Establish visible presence in the region.
- C. Engage with branch members and fellow professionals.
- D. Strengthen national and regional links.

Key objectives to deliver strategic aims:

1. Confirm North Branch Committee membership, roles and responsibilities – to be approved at AGM.
2. Hold regular committee meetings, to be accessible to all committee members and open to all members.
3. Maintain up-to-date records of committee and progress.
4. Agree programme of IHBC events for the year with regional coverage.
5. Promote IHBC involvement in relevant events and activities across the region.
6. Committee members to act as Ambassadors for IHBC and raise profile through professional and personal work.
7. Improve understanding of membership base and their needs.
8. Establish regular communications with members.
9. Utilise social media to raise profile, support communications and engage with members.
10. Maintain regular contact with Central Office.
11. Branch Attendance at 'Branch Connection Days', Council+ Meetings and other relevant National Council Meetings.
12. Build regional connections with professional membership groups and heritage organisations.

Part 3: Action Plan

	Aim	Objective	Key Actions	Lead Responsibility
A	Consolidate North Branch Committee	1. Confirm North Branch Committee membership, roles and responsibilities – to be approved at AGM.	<ul style="list-style-type: none"> • Confirm status and participation of existing / interested members. • Fill vacant roles. • Members to be approved at AGM. • Update Committee details on website. 	Oonagh Cranley
		2. Hold regular committee meetings, to be as accessible as possible and open to all members.	<ul style="list-style-type: none"> • Agree programme of regular committee meetings with timely invitations. • Virtual meetings to improve attendance and accessibility. • Consider in person meetings as required. • Update meeting details on webpage to ensure all members can attend/input if desired. Highlight this in email bulletins. 	Oonagh Cranley Rebecca Taylor
		3. Maintain up-to-date records of committee and progress	<ul style="list-style-type: none"> • Prepare and approve a Business Plan and review progress. • Maintain Agenda and Minutes and circulate in timely manner. • Maintain and review financial records. • Maintain up-to-date Branch webpage and upload relevant details to website for member access. 	Rebecca Taylor Michael Atkinson Oonagh Cranley
B	Establish visible presence in region	4. Agree programme of IHBC events for the year with regional coverage.	<ul style="list-style-type: none"> • Promote #IHBC25 • Organise at least four events hosted by IHBC North Branch, including AGM. • Events to provide regional coverage. • Events to cover theory and practice as well as social opportunities and networking. 	ALL
		5. Promote IHBC involvement in relevant events/activities across the region.	<ul style="list-style-type: none"> • IHBC participation in at least 1 non-IHBC event annually (e.g. speaking slot / tour lead / joint event). • Review Committee Member roles to understand regional/sectoral/professional links and potential opportunities. • Prepare IHBC intro/summary slide/pitch for Members to use. 	ALL

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		6. Committee members to act as Ambassadors for IHBC and raise profile through professional and personal work.	<ul style="list-style-type: none"> Members to attend relevant events across the region and seek to establish good coverage of groups/regions. Members to raise profile through use of IHBC accreditation, linked in, promotion to colleagues and contacts. 	ALL
C	Engage with Branch Members of all classes (Supporter, Associate, Full and Retired) and Fellow Professionals	7. Improve understanding of membership base and their needs.	<ul style="list-style-type: none"> Review and update member database and contact preferences. Carry out member survey to understand member backgrounds and needs. 	Oonagh Cranley Stewart Ramsdale
		8. Establish regular communications with members.	<ul style="list-style-type: none"> Establish regular email communications with members including direct messages from the Chair. Set up 'communications' subcommittee to review communication issues and opportunities Consider opportunities to engage with different membership groups through IHBC25 (eg Student Award/IHBC25 Award) 	Oonagh Cranley Stewart Ramsdale Comms Sub Committee
		9. Utilise social media to raise profile, support communications and engage with members.	<ul style="list-style-type: none"> Committee to familiarise themselves with IHBC Branch Social Media 'toolkit'. Members to update social media profiles to include IHBC membership / involvement as appropriate. Members to utilise accounts to promote and share relevant events and information. Look to secure 'social media' champion. Look to secure Social Media Training for committee from national office 	ALL
D	Strengthen national and regional links	10. Maintain regular contact with Central Office	<ul style="list-style-type: none"> Keep updated of national issues, key personnel and resources. Utilise National / Central Office resources to support regional objectives. Seek opportunity for national representation at local event / committee meeting. Request support from Jude Wheeler (support@IHBC.org.uk) where necessary. 	Oonagh Cranley Rebecca Taylor Michael Atkinson Stewart Ramsdale
		11. Branch Attendance at 'Branch Connection Days' and Council+	<ul style="list-style-type: none"> Branch Representative to attend meetings virtually (or in person) where possible 	Oonagh Cranley Sarah Dyer

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		Meetings.	• Feedback information/actions to committee	
		13. Build Regional Connections with professional membership groups and heritage organisations.	<ul style="list-style-type: none"> • Collate list of active groups / key contacts in the region and agree lead contact for relevant groups (e.g RTPI/RICS/RIBA/NAHS etc). • Work with organisations to raise profile of IHBC and develop good connections with the heritage sector (e.g networking, linked events). • Consider options to circulate details of other events relevant to IHBC members as appropriate (once North Branch communications up and running smoothly) 	Oonagh Cranley ALL

Part 4: Financial Resources Required to Achieve Business Plan

IHBC NORTH BRANCH

31/08/2022
v.4

Budget Projections 2022-2023

ESTIMATED INCOME

<i>Spring Event : Members' Social, AGM and Heritage Walking Tours</i>				
Evening Social + AGM				
Members	n/a			
Non-Members	n/a			
Student/Retired	n/a		£	-
Funding Support	IHBC Central Funds (#IHBC25)		£	125.00
<i>Summer Event : Membership Application Training Event</i>				
Half Day Event				
Members	n/a			
Non-Members	n/a			
Student/Retired	n/a		£	-
<i>Autumn Event : Cumbria Field Trip - Practical Skills and Projects</i>				
Half Day Event/Site Visits				
Members	£ 15.00	16	£	240.00
Non-Members	£ 20.00	12	£	240.00
Student/Retired	£ -	8	£	-
			£	480.00
Funding Support	Sponsorship		£	500.00
<i>Winter Event : Heritage and Design Conference - Law, Policy and Guidance Updates</i>				
Full Day Conference (Joint Event with RTPI)				
Members	£ 80.00	20	£	1,600.00
Non-Members	£ 100.00	16	£	1,600.00
Student/Retired	£ -	12	£	-
			£	1,600.00 *
Funding Support	Sponsorship		£	250.00 *
<i>New Year Event (January)</i>				
Evening Social				
Members	n/a			
Non-Members	n/a			
Student/Retired	n/a		£	-
Funding Support	Sponsorship		£	125.00
TOTAL			£	3,080.00

ESTIMATED EXPENDITURE

<i>Spring Event : Members' Social, AGM and Heritage Walking Tours</i>				
Evening Social + AGM				
Venue			Free	
Snacks/Refreshments			£	250.00
City Guides			£	100.00
Thank You! (gifts)			£	125.00
Marketing/Publication			£	25.00
			£	500.00
<i>Summer Event : Membership Application Training Event</i>				
Half Day Event				
Venue			Free	
Snacks/Refreshments			£	125.00
Marketing/Publication			£	50.00
			£	175.00
<i>Autumn Event : Cumbria Field Trip - Practical Skills and Projects</i>				
Half Day Event/Site Visits				
Venue			£	300.00
Transport			£	300.00
Lunch/Refreshments			£	125.00
Guides/Speakers (gifts)			£	100.00
Marketing/Publication			£	50.00
			£	875.00
<i>Winter Event : Heritage and Design Conference - Law, Policy and Guidance Updates</i>				
Full Day Conference				
Venue			£	900.00
Lunch/Refreshments			£	300.00
Speakers (gifts)			£	150.00
Marketing/Publication			£	100.00
			£	725.00 *
<i>New Year Event (January)</i>				
Evening Social				
Venue			Free	
Snacks/Refreshments			£	150.00
Marketing/Publication			£	25.00
			£	175.00
Miscellaneous				
Travel Expenses			£	750.00
Room Hire			£	100.00
Marketing/Publication			£	300.00
Student Award			£	300.00
Student Engagement			£	300.00
Annual School Bursary		TBC 2023-24		
#IHBC25 Branch Award			£	150.00
			£	1,900.00
TOTAL			£	4,350.00

Bank balance carried forward from previous year	£	2,603.85
Excess of Income over Expenditure	-£	1,270.00
Bank balance at end of 2022/2023	£	1,333.85

* - Assumed equal share of income/expenditure with RTPI

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