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## WEST MIDLANDS BRANCH 2017 Business Plan

As an active and pro-active branch, the West Midlands region provides a regular programme of quarterly meetings which are open to all members and non-members. The format is a mix of targeted CPD training usually including a site visit, and business meetings (where members discuss varied and wide-ranging issues such as appeal decisions or practical and philosophical solutions to casework) followed by a visit. The region covers a large area and for this reason, the meetings alternate between rural and urban venues, with a programme of visits designed to cover the diversity of issues that members deal with on a daily basis. This exchange of ideas with other practitioners gives members the opportunity to both broaden their knowledge base and to discuss topics that they may not encounter in their particular field of conservation, as well as being recognised as counting towards Continuing Professional Development requirements. Finally this tried and tested format of having open meetings ensures that at Council Meetings the branch representative is able to properly represent the views of a wide cross section of the members.

It is against this background that the business plan has been prepared. It builds on the strengths that the branch has developed over a period of many years and the acknowledged effectiveness of our inclusive approach which frequently attracts over 30 members to meetings. The budget projections indicate the need for support from central funds in accordance with our maximum allocation of £750.

<b>IHBC West Midlands Bank balance June 2017</b>	<b>£1,219.62</b>
<b>Estimated income</b>	
Central funds – annual allocation	£750
Members	£550
<b>Total income</b>	<b>£1300</b>
<b>Estimated expenditure</b>	
AGM	£250
Quarterly meetings & expenses	£600
Summer school subsidies	£350
<b>Total expenditure</b>	<b>£1300</b>
<b>Excess of expenditure over income</b>	<b>£0</b>

<b>Objectives</b>	<b>Targets</b>	<b>Proposed Actions</b>	<b>Lead Member</b>	<b>Budget</b>
Raise and maintain standards of conservation practice in the West Midlands Region.	Maintain contact with membership through <ul style="list-style-type: none"> <li>quarterly branch meetings;</li> <li>maintained list of e-mail addresses;</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly meetings hosted in different, varied venues within region</li> <li>Electronic distribution of minutes of meetings and correspondence</li> <li>Electronic distribution of minutes of meetings and correspondence</li> <li>Manage existing budget to cover expenses of committee &amp; provide for incidental expenses</li> </ul>	Chairman  Newsletter Editor  Secretary  Secretary  Treasurer	[£200 per meeting] max £600  None  None  None  £50
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	<ul style="list-style-type: none"> <li>Coordinate and channel consultation responses</li> <li>Discuss collaborative contributions to Context</li> </ul>	Secretary  All Members	None  None  None
Educate, update & inform conservation professionals in the West Midlands Branch and offer CPD opportunities for members	Conferences, educational visits & seminars related to conservation theory & practice.	<ul style="list-style-type: none"> <li>Branch meetings</li> <li>Conferences</li> <li>Events and visits</li> <li>Continuing Professional Development Certificates</li> </ul>	Chair  Not specific  Not specific  <b>Education Officer</b>	AGM £250  None  None  To be advised – allow £50
Engage West Midlands based conservation professionals to share and exchange good practice.	Attract broad base of conservation professionals to meetings and events.	<ul style="list-style-type: none"> <li>Encourage attendance of all Members and potential Members</li> <li>Publicity for events through known communication channels</li> </ul>	All Branch Members	None

		<ul style="list-style-type: none"> <li>• Invite organisations with shared interests to meetings and events and to provide speakers.</li> <li>• Support attendance at IHBC Summer School &amp; AGM</li> </ul>	Chair or 1 branch member	£350
Attract and retain new members to the IHBC through branch activity.	Use IHBC logo and membership in professional communications.	<ul style="list-style-type: none"> <li>• Encourage fellow professionals to become involved.</li> <li>• Appoint branch representatives for each county in the region.</li> </ul>	All Branch Members	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.	<p>Ensure an inclusive agenda at Branch meetings.</p> <p>Collect and coordinate feedback from branch members to be forwarded up to Council.</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 feed back to Council</li> </ul>	<p>Branch Executive Chair</p> <p>Secretary Vice Chair</p> <p>Secretary &amp; Branch Representative</p>	None
				Total maximum budget for 17/18 <b>£1,300</b>