

Minutes of the twenty-first Annual General Meeting of the Chartered Institute of Personnel and Development held remotely as a Zoom webinar on Tuesday 8 December 2020 at 09:30

There were 59 Chartered Members in attendance; the meeting was quorate.

1 Welcome

- 1.1 Professor Sir Cary Cooper CBE, President welcomed everyone to the CIPD's 21st AGM.
- 1.2 It being the first online AGM, it was acknowledged that the order of proceedings would be different to previous years.
- 1.3 Sir Cary gave a resounding thanks to the extraordinary efforts put into this difficult year by all, including the staff at CIPD, then invited Louise Fisher, Chair of the Board, and Shakil Butt, Honorary Treasurer to give a concise version of the Annual Report.

2 Overview of the year

- 2.1 Louise Fisher commented that this would be her last AGM as Chair of the Board and that it had been a pleasure and a privilege for her to chair the organisation. She went on to present an overview of the year.
- 2.2 Despite the hardship, this past year saw a further membership growth of 2% and member satisfaction improved across all areas, particularly for chartered members. Thanks are due to everyone and especially all the staff at CIPD.
- 2.3 The year closed with a surplus of £2.4 m and saw increases in both revenues and corporate sales for the CIPD. This has allowed us to ride the economic storm and continue investing in our long-term vision for the profession.
- 2.4 CIPD members were asked to take part in a survey with overwhelmingly positive responses. It showed that the CIPD is perceived as "expert, trusted and respected". 43% of members feel ready to upgrade and 43% feel more positive about CIPD.
- 2.5 Our web visitor numbers almost doubled from 5.1m last year to 9.1m in the past year. There was a 12% increase in members accessing web content and resources. The Coronavirus hub saw the largest visitor numbers where 90% of users were very satisfied or satisfied with it. The People Management site traffic was also up.
- 2.6 Last year at the AGM we announced our ambitions to reach 200,000 members over five years and to become a more influential voice on the future of work and people management. These are vital to fulfilling our purpose and we are making progress as demonstrated by key long-term measures such as continued membership growth (particularly amongst students), overall revenue, increased corporate sales and increased visitors to website.
- 2.7 We asked all employed members to tell us about the challenges and concerns they face "in their role" and for "career development". These were clearly affected by coronavirus and "in role" top of list is wellbeing and managing fear/anxiety, then maintaining a work/life balance. To help the CIPD build on career support we asked about "career development" concerns and noted that amongst students and our chartered members the biggest concern was making connections to provide job opportunities.
- 2.8 Our report also talks about all three pillars of our long-term strategy to champion better work and working lives in response to the pandemic:
 - i. By building the capability of the profession through giving expert advice and guidance for members and employers. The CIPD took a lead during the pandemic on providing free and timely advice for

people and organisations. The coronavirus hub saw more than 2m unique visitors and updated 3.8m page views with guides, FAQs and tools updated daily. The webinar series were hugely popular and branches across UK/Ireland hosted hundreds of virtual events keeping the profession informed and connected. We also launched a new wellbeing hub, a new 24/7 advice line and not only froze membership fees but introduced a register enabling us to reduce fees for those affected by the pandemic.

- ii. By building professional capital: influencing the World of work by putting wellbeing first and influencing policy makers and employers to protect jobs and livelihoods. This was achieved with weekly engagement between CIPD and UK BEIS department, calling for a job retention scheme and being the first to suggest they make it flexible. CIPD conducted regular surveys amongst employers and employees to document effects of the pandemic then issued 19 press statements and fielded over 100 media enquiries reiterating the key message to “put people first” and the CIPD received extensive media coverage.
- iii. By maintaining operational excellence by adapting our ways of working, fast-tracking existing plans to use more virtual collaboration tools and increasing digital and virtual offerings for members and customers. Many face-to-face events were cancelled, but CIPD adapted to digital platforms e.g., the Festival of Work was planned as a 2-day face to face event but become a 3-day virtual event, with 30 live conference sessions, 46 exhibitors attracting record numbers; and 124 days of live virtual training was delivered to over 200 HR students in Saudi Arabia’s Ministry of Human Resources and Social Development. CIPD has also already delivered this year’s ACE virtually.

2.9 Significant progress has been made in each of these three strategic pillars, along with growth across all of our key measures of success. We grew our membership last year in all our key markets – the UK, Ireland, Middle East and Asia. Last year’s overall growth of just under 2% driven mainly by increased uptake of CIPD qualifications. And we saw particularly strong growth in the Middle East. We continue to invest in ensuring that membership provides real value and support to the profession and in building HR capability at an organisational level. And we have continued to play an important role in upholding professional conduct. Chartered Members were encouraged to nominate those they think are most worthy of recognition as Chartered Companions, and results will be announced in January 2021.

2.10 Our reach and influence as we build our professional capital grew significantly over this past year – not just in terms of traffic to our website but also our media coverage, our social media following and our engagement with government and policy makers. Outside of our coronavirus content, our most popular publications were our annual health and wellbeing survey, our quarterly Labour Market Outlook survey and our annual Good Work Index. The health and wellbeing survey alone attracted more than 46,000 unique page views. The Good Work Index attracted nearly 32,000 unique page views and provided us with vital evidence to underpin our work on the Good Work Agenda. Our work on building inclusive and fair workplaces culminated in the launch of our anti-racism hub and we have a team of more than 3,000 social impact and innovation volunteers across the UK as well as two new mentoring programmes – one for aspiring HR directors and the other to support parents with the return to work after parental leave or a career break.

2.11 As part of our drive for operational excellence, we continue to invest in several key areas to support our ambitious growth targets, improve the customer experience and achieve operational efficiencies. Key investments in 2019-20 included free learning content for members, to support the new Profession Map; a new qualifications framework, aligned to the Map, and a new research programme on the future of the people profession. Key investments for the current financial year include new digital content and learning platforms; further enhancements to our member propositions; and operational changes to improve customer experience. Appreciation was shown for the 5,000 or so volunteers who support our work throughout the year. Attendees were also informed that the CIPD was investing heavily in its digital infrastructure and capabilities, to support its work.

3 Finances

3.1 Honorary Treasurer Shakil Butt took over to talk through the organisation’s finances and presented the key highlights as follows:

3.2 Membership numbers remain buoyant, ending the year with 157,430 members, up from 154,364 last year – the eighth successive year of growth. We particularly saw a growth in student members. Our

revenues held steady despite the impact of Covid-19 in the last quarter of the financial year (April to June 2020). We held tight control of our costs as our revenues came under pressure. As a result, we were able to maintain a small operating surplus. We also increased our spend on strategic initiatives. It was explained that the dip in reserves arose from the old staff pension scheme that closed in 2012.

- 3.3 Overall, revenues were £40m (in line with £40m the previous year). Income streams that saw growth in the year included: membership revenues from continued growth in member numbers; digital qualifications; revenues from our role as End Point Assessor for apprenticeships; and Middle East sales to businesses in the region. However, activities involving face-to-face contact such as conferences, events and training were impacted by Covid-19.
- 3.4 Costs are kept under close control and monitored monthly by the senior leadership team and quarterly by the Board. With the impact of the pandemic, we have increased our scrutiny of costs, with several reforecasts to ensure we understand clearly expected revenues and spending. We also invested £1.9m last year in strategic projects as part of our strategic plan (up from £1.5m last year), investing in content for members and customers, making improvements in our digital capability and upgrading our technology platforms.
- 3.5 Our investment portfolio (£22m) held its value over the year and is well-diversified which helps to mitigate (but not eliminate) the risk from short term market movements, such as the ones seen over the last year. There has been an increased focus on ethical, social and governance factors when assessing the risks associated with investment decisions and our investment policy has been strengthened to reflect this.
- 3.6 The Treasurer explained that the increase in pension deficit by £5m to £17m was driven by two main factors: the value of the scheme's investments was lower from stock market falls; and the estimated value of pay-outs from the scheme rose due to of a reduction in corporate bond yields., A more detailed valuation of the Scheme would take place imminently, to determine whether an increase in CIPD's current annual cash contributions to the scheme was needed.
- 3.7 An update on membership numbers, income and revenue less costs was presented for Ireland, Asia and Middle East operations in both 2019 and 2020.
- 3.8 The budget for the year ahead was presented, explaining that the operating deficit can be funded from our strong reserves position, and showing an increase in strategic projects on digital capability, professionalism and professional capital work areas so that we can invest for our future, for example in a new learning platform and upgrades to our technology infrastructure.

4 AGM vote

- 4.1 Sir Cary Cooper then took to the floor to open online voting on the AGM resolutions.
- 4.2 The minutes of the twentieth Annual General Meeting of the CIPD held on 10 December 2019 were **received** by a majority vote.
- 4.3 The Annual Review and Accounts of the CIPD for the year ended 30 June 2020 were **received** by a majority vote.
- 4.4 The re-appointment of Haysmacintyre as auditors of the CIPD and authorisation of the Board to agree their remuneration were **agreed** by a majority vote.

5 Q&A session

- 5.1 Angela Attah, Secretary of the CIPD, opened the floor for questions which covered the following topics:
 - Numbers of members accessing hardship funds during pandemic
 - Whether CIPD will assess membership fees and increase them
 - The effect of coronavirus on CIPD in relation to cost savings and expenditure
 - Where revenues might be expected to drop in 2021



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- Whether ethnicity information on branch members is collected
 - How the CIPD measures its impact
 - What plans are in place to reach membership levels of 200,000.
- 5.2 During the questions, a special mention was made of stalwart member, Gordon Thurston, who passed away during the pandemic. Peter Cheese shared some words about Gordon's contribution to the CIPD.
- 5.3 There being no further questions, the floor was closed, Angela Attah thanked all those who submitted questions to the Board and to the Board for providing insightful responses.

6 Final remarks

- 6.1 Sir Cary thanked the Board, especially Louise Fisher who would be stepping down from the Board in April 2021, and to CIPD staff and members for their resilience in an extraordinarily difficult year.
- 6.2 There being no further business, the meeting was officially closed.