

# CIPD

*Championing better  
work and working lives*

**GUERNSEY BRANCH**

**Annual Report**

**2014-15**

***By Janine Lane, Chair***

## Executive Summary

The Guernsey Branch has focussed on building the infrastructure for the future over the last 12 months and has centred its activities on providing high quality events. These events have increased the reach and exposure to the business community over the last year. Engagement with the membership and the wider business community has provided opportunities for practitioners to develop, share best practice and knowledge. The branch operates in a commercial environment and aims to break even or make a small profit each year.

### The overall aim of the branch is:-

*“To support and encourage CIPD members in active development of themselves in order to meet the business challenges they face in today’s environment”.*

## Objectives

In the last operating year we set out to achieve the following objectives:-

### The core goals were to:-

- Support members with their career plans and aspirations, including enabling members to transition into the most appropriate grade of professional membership.
- Champion the role of the HR and L&D profession in reducing youth unemployment by supporting the CIPD's Learning to Work programme.
- Work in partnership with the CIPD's Engage for Success programme coordinator to promote employee engagement within the workplace.
- Develop consistent communications with the membership to drive engagement levels

Over the last year we had some very specific targets from Head Office as well as our own objectives with the branch. This has been a period of change and partnership working, as reflected in this report.

## Membership:

| <b>Objective: Support members with their career plans and aspirations, including enabling members to transition into the most appropriate grade of professional membership - Complete</b>                 |  |
|---|--|
| <i>Key actions</i>  | <i>Key measures</i>  |
| <b>1) Facilitate a Membership Awareness session</b> following the AGM<br>i) Present at Student Inductions<br>ii) Maintain regular communication with student membership to encourage attendance at events | <b>Attendance numbers at event</b><br>Complete<br>Complete<br>Complete however Post Grad Diploma has not run on island   |
| <b>2) Engage with Student population</b> on CHRP and Post Graduate Diploma in Human Resources   | Complete and advertised via e bulletins  |
| <b>3) Action Support Groups</b><br>i) Communicate upgrading opportunities to membership<br>ii) Organise bi monthly action support groups for membership   | Complete scheduled quarterly to meet demand<br>Complete however not consistently<br>Complete though membership in Guernsey is attracted to master class events |
| <b>4) Link events to the HR Professional Map</b><br>i) Increase awareness of HR professional map<br>ii) Provide different levels of events to the membership  | Not completed other than awareness provided at AGM and initially thereafter  |

## Learning to Work Project

| <b>Objective: Champion the role of the HR and L&amp;D profession in reducing youth unemployment by supporting of the CIPD's Learning to Work programme – Complete</b>   |   |
|---|---|
| <i>Key actions</i>  | <i>Key measures</i>   |
| <p>1)<b>Encourage members</b> to get involved with young people in the local community by signing up to CIPD supported youth volunteering schemes –Inspiring the Future</p> <p>2)<b>Highlight relevant branch events</b> to the CIPD HQ Policy Campaigns team and invite a member of that team to attend and speak where appropriate</p> <p>3)<b>Share key messages</b>, events, research and opportunities related to the programme via branch communication channels</p> <p>4)<b>Share examples of employer good practice</b> in terms of youth employment, with the CIPD HQ Policy Campaigns team</p> <p>5) <b>Inspiring the Future</b><br/>           i) Support schools and colleges in the transition from school to work<br/>           ii) Facilitate CV and Interview workshops with students<br/>           iii)Obtain support from membership to assist in running workshops</p> <p>6)<b>Careers Show</b><br/>           i) Support States Education department in providing Careers adviceto students</p> | <p>Complete as communicated via e bulletins, emails and LinkedIn – 15 volunteers came forward to help</p> <p><b>Head office to attend one event per year</b><br/>           Complete Research into SME team in January 2014Karen McMillan attended People Conference in March 2015 and Gill White to attend AGM 06 May 2015</p> <p><b>Regular features in the e bulletins</b><br/>           Complete – E bulletins issued biweekly or every week near major events, research messages have increased since new Policy Advisor been in place</p> <p>Updates provided post Inspiring the Future at St Sampson's High School.</p> <p>Complete – Supported St Sampson's High School with CV/Interview skills to 150 students, supported Grammar school with CV clinics and GCFE on employability skills over 15 volunteers helped</p> <p>Career show not completed due to focus given to Inspiring the Future and demand on resource, feedback from 2014 indicated it was better to support directly with the schools.</p> |

## Engage For Success Programme (EfS)

| <b>Objective: Work in partnership with the CIPD's EfS programme coordinator to promote employee engagement within the workplace ('to raise the profile of the topic shine a light on good practice') – Complete</b>  |   |
|--|---|
| <i>Key actions</i>   | <i>Key measures</i>   |
| <p>1)Host local Engage for Success practitioner events in conjunction with CIPD's EfS champion</p> <p>2)Share key messages, events, research and opportunities related to the programme via branch communication channels</p> <p>3)<b>Share examples of employer good practice</b> in terms of EfS, with the Branch Development Team to include in EBranch Focus newsletter</p> <p>4)<b>Learning Matters (Special Interest Group)</b><br/>           i)Engage with the membership via the Learning Matters group</p> | <p><b>Event to be organised and feedback gained from the evaluation process</b><br/>           Complete - Scheduled for 02 June with Wendy Leedham formerly from the Engage for success task force<br/>           Complete via e bulletins and website to share key information</p> <p>Complete articles given to Branch Development Team to share best practice with other branches including governance, structure and responsibilities although not on engage for success by wider branch issues</p> <p><b>Encourage engage for success for Learning Matters Special Interest Group</b><br/>           Complete 3 Learning Matters events held through the last year</p> |

**Local member engagement:**

| <b>Objective: Develop consistent communications with the membership to drive engagement levels - Complete</b>   |   |
|---|---|
| <i>Key actions</i>  | <i>Key measures</i>   |
| <p><b>1) Produce E bulletins</b> with a varied topic range on a fortnightly basis</p> <p><b>2) Research and develop topics</b> to create a pool of articles</p> <p><b>3) Share best practice</b> with other branches<br/>i) Research other branches websites and identify development opportunities</p> <p><b>4) Update the web site</b> on a fortnightly basis</p> <p><b>5) Up skilling resource</b><br/>Develop resource within the committee and co-opts to be able to produce e bulletins/newsletters and update the website</p> <p><b>6) Develop utilisation of LinkedIn</b><br/>Extend the membership of the CIPD Guernsey LinkedIn Group<br/>ii) Upload forthcoming events</p> <p><b>7) Research relevant topics</b> that can be published on LinkedIn</p> | <p><b>Completion of e bulletins</b><br/>Complete – regularly issue e bulletins either bi weekly or weekly as events dictate<br/>Complete – this is co-ordinated by Policy Advisor</p> <p>Complete events calendar sent to Branch Development team</p> <p>Complete – website updated an ad hoc basis as needed</p> <p>Training completed</p> <p><b>Expand the membership numbers on LinkedIn. Events and articles are regularly posted</b><br/>Complete this is increasing and will continue to do so<br/>All events to be loaded on to LinkedIn</p> |

| <b>Objective: Develop the Committee for a sustainable future - Complete</b>  |   |
|--|---|
| <i>Key actions</i>   | <i>Key measures</i>   |
| <p><b>1) Document key processes</b> to ensure thorough handover</p> <p><b>2) Succession planning</b> – identify resource the for key roles and expand the committee</p> <p><b>3) Advertise and recruit</b> for vacant roles</p> <p><b>4) Develop knowledge of committee</b> members through mentoring</p> <p><b>5) Review workloads</b> on key committee members and balance the workload across the committee</p> <p><b>6) Introduce exit interviews</b> with committee members to identify development areas</p> | <p><b>Processes complete and uploaded on to drop box</b> – Complete and loaded and shared with Head Office<br/>Resource has been a significant challenge in 2015</p> <p><b>Recruit for vacant roles</b> – Complete though this has been a challenge to find people who can complete the workload required</p> <p><b>Plan ahead and balance workload</b> – Complete this has been a challenge as there has been a huge amount of pressure on time and individuals time available</p> <p><b>Completion of reviews</b> – Not completed as discussions take place throughout the year and when people leave it is due to the fact often their job has changed or a change in personal circumstances</p> |

|   |  |
|---|--|
| <b>Objective:- Develop evaluation and feedback process to ensure learning points are captured – Complete</b>  |  |
| <i>Key actions</i>  | <i>Key measures</i>  |
| <p>1)<b>Gain member feedback</b> on expectations from Guernsey Branch in order to plan forthcoming activity</p> <p>2)<b>Evaluating feedback</b> – Amend event questionnaire to gain robust feedback</p> <p>3)<b>Debrief</b> each and every event to identify development points</p> | <p><b>Collate feedback to help influence decisions regarding events</b><br/>Complete; this is gathered in event feedback forms</p> <p><b>Feedback collated to input into annual report</b><br/>Complete –Evaluation form developed on line using survey monkey and implemented for the People conference.</p> <p><b>Learning points to be identified and utilised</b><br/>Completed after each event and this is standard practice</p> |

|  |  |
|--|--|
| <b>Objective: Create an action plan to engage with the Business community - Complete</b>   |  |
| <i>Key actions</i>   | <i>Key measures</i>  |
| <p>1) <b>Develop database</b> of potential attendees to events from attendance at previous events</p> <p>2)<b>Introduce agreed methodology</b> of promoting events and branch activity</p> | <p><b>Database in place and utilised</b> – complete; this is now in place and has been utilised to promote major events</p> <p><b>Agree approach to marketing event ,attendees expected and reach increase at events –</b><br/>Complete this is agreed at each and every event</p> |

|  |  |
|--|--|
| <b>Objective: Implement new finance procedures in accordance to Head Office Guidelines - Complete</b>  |  |
| <i>Key actions</i>   | <i>Key measures</i>  |
| <p>1)<b>Understand new finance methodology</b> introduced by Head Office and have a smooth transition into 2014-15 financial year</p> <p>2)<b>Identify funding opportunities</b> to assist the continual development of the branch</p> <p>3)<b>Ensure regular budgeting</b> and reporting sessions take place for all the committee to ensure all the committee have a thorough understanding of the financial situation</p> | <p><b>Processes successfully implemented</b><br/>Completed – however there have been some challenges on the introduction of the processes</p> <p><b>Sponsorship programme developed</b><br/>Completed – sponsorship secured for conference and summer networking drinks</p> <p>Regular <b>quarterly budgeting meetings take place</b><br/>Completed where possible, budgeting is controlled by event, there are still development on the review of the financial situation for the branch.</p> |

As part of these objectives we undertook the following activities:-

## Branch Events

The following events took place:

| Event  | Date      | Number of Attendees |
|--|-----------|---------------------|
| Summer Party – Miles Hilton Barber                 | June      | 84                  |
| Learning Matters                                   | July      | 5                   |
| Data Protection                                    | September | 66                  |
| Some other substantial Reason                      | October   | 80                  |
| CIMA event – Business cases that convince          | November  | 52                  |
| That was the year that way – employment law update | December  | 26                  |
| Managing Extremely Challenge People                | January   | 62                  |
| Learning Matters                                   | February  | 3                   |
| People Conference                                  | March     | 86                  |
| Social Security Sickness absence                   | March     | 102                 |
| Action Support Group upgrade clinic                | April     | 3                   |
|  |           |                     |
| Total of   | 11 events | 569                 |

This year we have achieved of 569 compared to 400 in 2014-13 and 309 in 2012-13 with an average of 55 attendees per event, which is significant compared to the national average of 26 as per the CIPD annual report.

The events programme is definitely an area of success for the last year as we have had such a range of events, increased the professionalism and brought high attendance.

## Further highlights

### Showcase PACE Award

We were extremely proud when as a branch we entered the Chair of the branch into the PACE awards which were given out in York last June. It was a great honour to be given this award at the NAP conference and it is a credit to the hard work of the Branch.

### Inspiring the Future

We once again ran CV and Interview workshops for over 150 students for one of the main High Schools in Guernsey. This included both presentations, coaching and one to one interviews. This was made possible by the excellent support from our members who gave up their time to help in school.

### Learning Matters – Special Interest Group

This was introduced in 2014 and is a special interest group initiated by the Chair Janine Lane with her natural interest in this area. This continues to develop, albeit with small numbers and adds value to the members on an ad hoc basis.

### Partnership working

Part of the objectives for this year was delivering partnership events. We have forged relationships with CIMA, ACAS and Engage for Success. As of May we have run 3 highly successful events for our membership including “Creating a business case” (CIMA) and “Managing Extremely Challenging People” with ACAS. More recently we have worked with local government by facilitating an event with the States of Guernsey’s Social Security department on the revised sickness absence certification process. All 3 events were very well attended and received excellent feedback. As a committee we are looking forward to working with Wendy Leedham, formerly of Engage for Success task force.

### People conference – Be Bold, Be Daring, Be Different

This has been one of our best events yet, attended by 86 delegates and sponsored by one of our key partners Carey Olsen, we welcomed four renowned speakers who delivered a highly engaging and informative

conference to our membership and business community. This has received excellent feedback and over 4 decent sized articles in the local leading media.

### **Research**

Our policy advisor Richard Sheldon recently facilitated research into Maternity and breast feeding provision on the island. This saw a response of 55 people which was pleasing. The report has been made available to the membership and business community.

### **Infrastructure**

After a very tough year on the resource side of the committee, we have laid down the foundations for the future by documenting processes, revisiting responsibilities and looked at the way we operate. This has given us guidelines and key processes for moving forward into our next financial year. It is positive to see a lot of the work we have done locally has been picked up by CIPD Head Office and shared with other branches as best practice.

### **Commitment**

It has been a very tough year in terms of resource, we have had various challenges around workload versus resource due to numerous reasons. This coupled with changes from Head Office, branding, ways of working (Finance) and the popularity of events has all put immense pressure on the committee. We have a committee of 9 however due to the range of work taking place it equates to approx. 4 or 5 people completing the work. This has put a huge strain on the individuals concerned and is not one that can be sustained going forward with a significant review on how the branch operates.

### **Satisfaction through evaluation forms**

Feedback is really important to us as it helps us improve the event programme and influence what we provide to our members.

Target: - To achieve 85% overall satisfaction for each of our events as indicated by the evaluation forms - *Achieved*

It is pleasing to note the satisfaction of attendees at the seminars and events has been consistently high with 95% of respondents stating the events were very good or excellent. It is good to see that the high scores are sustainable as this has seen a significant improvement over the last 3 years.

### **Communication**

**E bulletins** – These continue to be the main channel of communication to our branch membership, however this has been problematic over the year due to change in operating systems and challenges relating to resource. This has improved as late as we have assigned more resource to this area.

**Quarterly newsletters** – This has changed from a quarterly basis due to change in scheduling, we are now in a position to use this in a more flexible way and this has been a positive move for the branch.

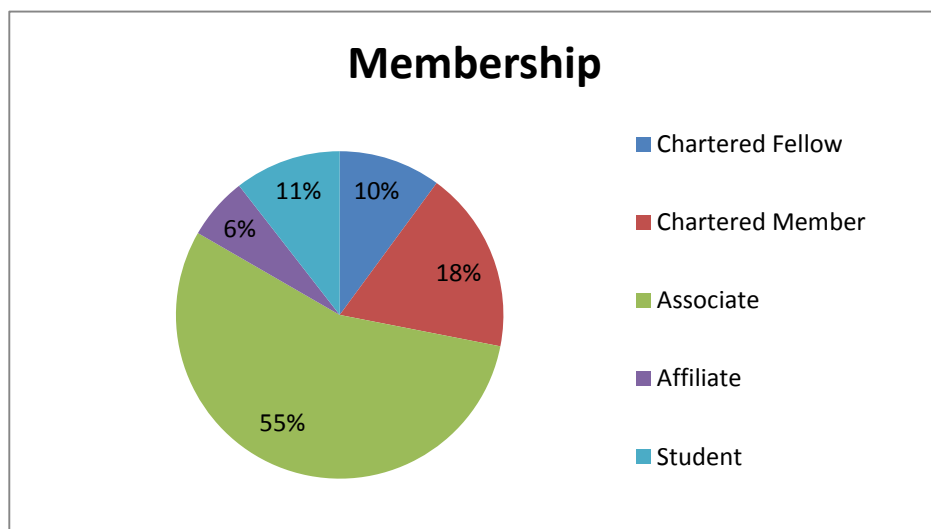
**Website** – Although this remains one the primary method for communicating, development on this site has progressed albeit it is still a half-way house and is not an ideal solution. A lot of the control has moved to Head Office which has helped and hindered the branches. We look forward to having a permanent solution for this area of communication.

**LinkedIn** – This is an area we have used much more proactively over the last 12 months and has given access to the business community.

## Membership Figures

Our current membership is made up of 228 members this is a reduction of 9.3% from 246 in 2013-14 and is likely to be as a result of changes in membership levels and fees, and the States of Guernsey withdrawing the funding of CIPD membership for its HR practitioners. The membership for our branch is broken down as follows:-

| Grade            | Total |
|------------------|-------|
| Chartered Fellow | 23    |
| Chartered Member | 41    |
| Associate        | 126   |
| Affiliate        | 14    |
| Student          | 24    |
| Grand Total      | 228   |



## Membership – Action Support Groups

We have continued with our “Action Support Groups” for members to help them with their upgrading. However we have not run these as often as we would have liked due to workload across the other areas of the branch. This is due to the fact they are facilitated by the Branch Chair. These workshops offer peer to peer support and it is hoped are both fun and supportive for the different membership levels.

The focus on membership will wrap up for the year with the Knowledge and Capability event planned with Gill White in May 15.

## Finance

In 2014, the CIPD changed the way it manages its finances, which included a change in procedures (e.g. centralised processing of accounts) as well as a change to the financial year. The new financial year runs from 1 July to 30 June.

With the changes at CIPD HQ, the branch has made the decision recently to change over to just offering on-line booking payment to help facilitate the changes and reduce what was becoming an overburden in terms of the amount spent on reconciliation and effort generally for key members of the committee.

For the transition period, May to June 2014, the CIPD Guernsey achieved a surplus of £1,124. Those funds were returned to the CIPD Headquarters. As part of the new procedures, the CIPD Guernsey branch now no longer holds its own reserve but can request funding for additional initiatives as required as part of the budgeting process.

The overall financial year 2014/2015 is predicted to finish with a deficit of £1,870. CIPD Headquarters had approved a budget of a deficit of up to £2,350 so we are delighted to report the performance was overall better than anticipated at the beginning of the year.



Our events would not be possible without the superb support we receive in sponsorship throughout the year particularly from Carey Olsen, Rossborough Healthcare, and Mourant Ozannes.

A summary of the income and expenditure is outlined in the table below:

Transitional period April – June 2014

| Event  | Income     | Expenditure | Net result       |
|--|------------|-------------|------------------|
| 2013 – 2014 events (not accrued for)                               | £132.50    | £0.00       | £132.50          |
| April – Learning matters   | £0.00      | £38.00      | (£38.00)         |
| May – Peter Cheese   | £612.50    | £1,277.50   | (£665.00)        |
| June – AGM   | £0.00      | £353.75     | (£353.75)        |
| June – Summer Party  | £12,310.50 | £9,286.70   | £3023.80         |
| Interest   | £15.36     | £0.00       | £15.36           |
| Committee meetings, training and administration                    | £0.00      | £990.50     | (£990.50)        |
| Net result from above events                                       |            |             | £2,099.55        |
| <b>NET SURPLUS/DEFICIT FOR TRANSITION PERIOD APRIL – JUNE 2014</b> |            |             | <b>£1,124.41</b> |

Financial year July 2014 – June 2015 (forecast)

| Event  | Income  | Expenditure | Net result         |
|--|---|-------------|--------------------|
| July – Fellows event   | £0.00   | £100.00     | (£100.00)          |
| September – Data Protection  | £1,182.50   | £644.50     | £538.00            |
| October – Some other substantial reason  | £1,257.50   | £584.00     | £673.50            |
| Nov – Business cases that convince (CIMA)  | £3,010.00   | £2,769.25   | £240.75            |
| Dec – That was the year that was   | £250.00   | £301.00     | (£51.00)           |
| Jan – Managing Extremely Challenging People  | £6,032.50   | £2,351.10   | £3,681.40          |
| Feb – Learning Matters   | £0.00   | £178.00     | (£178.00)          |
| March – People Conference  | £10,745   | £11,673.95  | (£928.95)          |
| March – Social Security event  | <i>Free of charge event facilitated by CIPD Guernsey, funded by Social Security Department.</i> |             |                    |
| April – Action Support Group   | £0.00   | £0.00       | £0.00              |
| May – Fellows event  |   |             | (£100.00)          |
| May – AGM Knowledge and Capability   |   |             | (£750.00)          |
| June – Engage for success  |   |             | £150.00            |
| June- Summer Speed Networking Drinks   |   |             | (£1500.00)         |
| Inspiring our future   | £0.00   | £415.00     | (£415.00)          |
| Committee meetings, training and administration  |   |             | (£3,130.20)        |
| Net result from above events   |   |             | £1,675.70          |
| <b>NET SURPLUS/DEFICIT FOR FINANCIAL YEAR 1 JULY 2014– 30 JUNE 2015 ESTIMATED</b>          |   |             | <b>(£1,869.50)</b> |
| <b>AUTHORISED/BUDGET NET SURPLUS/DEFICIT FOR FINANCIAL YEAR 1 JULY 2014 – 30 JUNE 2015</b> |   |             | <b>(£2,350.00)</b> |

**Committee Members Report**

In the last 12 months we have lost two committee members Alison McDonald our L & D advisor & Jodie Bakeras our Assistant Events Co-ordinator. We have said goodbye to two of our friends of the committee

Bonnie McPartland. Rachel Gilliland also stepped down. The reasons for these are various and include changes in personal circumstances, study and workload commitments.

Of those remaining on the committee, the year has been difficult to keep on track with additional difficulties faced from illness, sudden high demand work commitments or other personal reasons. However the team have pulled together to deliver a busy agenda. The highlight has been the introduction of a permanent Policy Advisor in the form of Richard Sheldon who is an employment lawyer. This has bolstered this area and we are already reaping benefits as a result.

We are also pleased to welcome Nadine Vermeulen to the committee. Nadine will be supporting the committee in a variety of ways and is great to have this level of flexibility.

Going into the next financial year, the committee structure may well be different with a changeover of Chair for the branch.

**Plans for Next Year** For further information on these, please refer to our business plan.

### **Chair's Summary**

This has been my final year as Chair, and I am personally so proud of the commitment given and the growth and achievements we have seen as a committee. We have worked very well as a team and I will be sad not to lead the team. The activity that has taken place has been made possible by the focussed and dedicated individuals who have given up some so much of their own time to make things happen. The branch would not be able to thrive without this focus and dedication.

I look forward to my new role in membership and development supporting the Chair and Vice Chair with the continued agenda focussing on "Championing better work and working lives".

This concludes the annual report for the Guernsey Branch for the year July 2014 to May 2015.

**Janine Lane**  
**Outgoing Guernsey Chair**  
**April 2015**