

I.P.S.M. – AGM & Development Event

27th November 2006

Notes from the facilitated session

Introduction

Following the formalities of the AGM, those present for the Development Event entered into an excellent wide-ranging discussion regarding the future of the IPSM, superbly facilitated by Simon Pomfret, Managing Director of Spirals Ltd. The notes taken by Simon at the meeting have been reproduced below, giving you an insight into the direction taken by members in discussing each topic-heading. Topics included the provision of services, recruitment, improving communications, both within the Institute, and externally. Finally, those present suggested some ways forward following the Development Event, shown below under the heading “Next Steps.” Naturally, if you are an IPSM member, your own comments on the contents of the Notes from the Facilitated Session are welcome!

Facilitator: Simon Pomfret (Spirals)

What Services do IPSM members want?

- Representations on policy issues e.g. to the LGA, Housing Corp and Regional HA
- Using skills within the IPSM to represent members on key groups
- Briefings on emergent themes
- Networking and sharing e.g. electronically and chat groups
- Clarity about what we stand for, good practice. What does MIPSIM mean?
- Possibly a code of governance with entry requirements in terms of qualifications or job seniority
- Enhance profile
- Critical Mass of Members with more members
- Training & Development opportunities 4 times a year, CPD, accredited training
- Sharing information, knowledge. Meeting and sharing
- Recognised qualification, more attractive to join. Possibly (Distance learning) Level 4
- Annual IPSM conference and / or a higher profile at other conferences
- Handbook so it is easy to find members, put in touch with each other, ‘mentoring’
- If enough people regional groups
- If coaching is required – IPSM can help with professional support either from within the IPSM or through coaching companies
- Ability to pose questions to others members

- A Knowledge base
- A Quarterly Magazine

Is it possible for the IPSM to become a statutory consultee? The IPSM was previously consulted by the Office of the Deputy Prime Minister but is not at present. Members would be interested in influencing the current issues. Accepted that the size of the institute may be an issue i.e. the more members the more influence.

- Public / Private Partnerships
- Local Strategic Partnerships
- Local Government White paper
- Lyons Review
- Gershon

Recruitment

Membership is currently around 250. If the IPSM is not able to grow it was suggested that it should possibly look at joining with another institute. Delegates generally did not support this idea. Many suggested the IPSM should be setting a five year target. Some suggested 1000 members by 2011. Some felt this would be too ambitious.

How could the IPSM grow?

Delegates suggested the following ideas to increase membership. All agreed that a proper plan is required.

- Low key seminars possibly with other institutes
- Develop a flyer and mail-out to potential members
- Existing members recruit two new members
- Increase brand awareness with adverts and the logo in more places
- Develop an accredited qualification
- More freebies
- Free or discounted membership – possibly linked with Spirals training courses

It was agreed that if this is going to be successful the IPSM needs to be able to answer the question – what is in it for me? All agreed that the IPSM also needs to be clear about what it is going to do with new members. A buddy scheme may help.

What is the IPSM's Sales Pitch – what is the 10 second 'lift speech'?

Delegates suggested the following selling points.

- The only institute dedicated to the public sector managers
- Managers sharing knowledge and experience to deliver better public services
- Multi cultural and diverse membership representing all sectors of society and the public sector
- Access to CPD and training
- Quality standards
- Transferable and portable skills

How could the IPSM improve communications?

- The website homepage could be improved so it is easier to find the key topics
- Members could be alerted by email to a new topic
- The forums should be as user-friendly as possible
- The website could contain briefings on key subjects
- Include more links to other sites
- Make it more customer focused
- Avoid attachments in emails better to link to include a link to the website

There was a discussion on whether the forums should be private (requiring people to sign up) or public. It was agreed that some people were not sure about how to join so the guidance should be re-issued with the information also on the website.

Next Steps

- Spirals to forward the bullet points on the flipcharts to the IPSM.
- Notes from the AGM to be forwarded to all members and posted on the website.
- Emails to contain links to highlighted websites, rather than using attachments.
- Link to discussion group and invite further comment.
- Council to discuss and agree the way forward at its meeting on 25th January 2007.
- Council to agree a side of A4 as the IPSM's 'lift speech', for copying and circulation to enquirers regarding prospective membership, plus others such as Spirals and potential corporate members."