

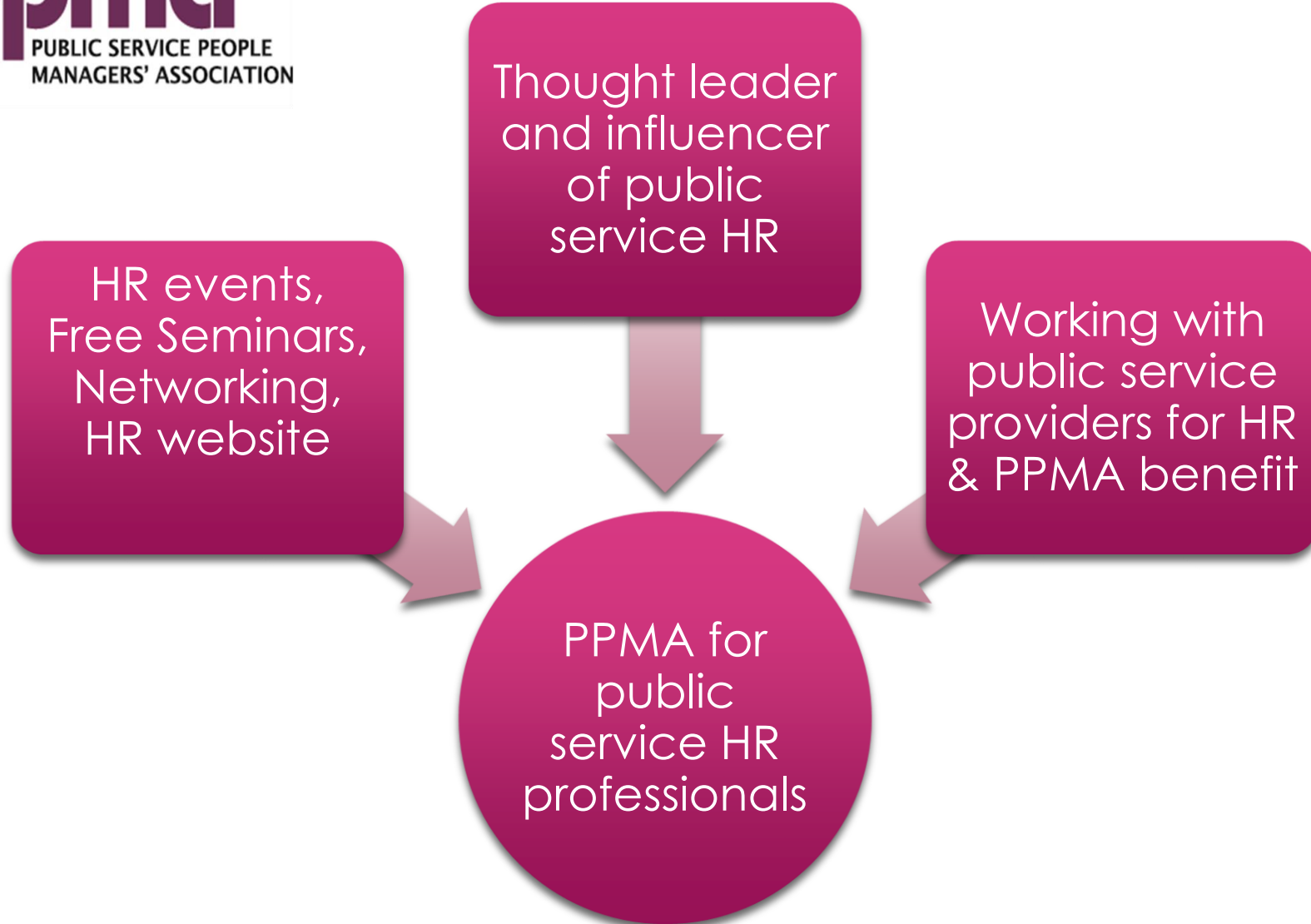


PPMA Business Plan

2016-18



Business Plan 2016-18



The PPMA

The PPMA is part of the public service HR and OD landscape

We understand the crucial role HR plays in re-shaping our organisations to meet the needs of the communities they serve

This business plan defines our ambition for the PPMA and the steps to achieve this ambition

PPMA strengths

- ▶ A collective voice for the public service HR/OD community
- ▶ Positively influencing key decision makers and stakeholders on people management and workforce issues
- ▶ Developing world class HR and OD practice to help members add value to their organisations and own professional development
- ▶ We have strong relationships with corporate sponsors and recognition from government, local government association and CIPD for our expertise
- ▶ Through networks and relationships we provide significant and value for money opportunities for members to access good practice and intelligence, and collaborate on key public service HR/OD issues

PPMA Aspirations

- ▶ We proactively influence the big issues across all sectors delivering public services. Our voice is credible, trusted and carries weight.
- ▶ We challenge with insight, creating balanced debates and promote productive change with important stakeholders such as elected politicians and organisational leaders.
- ▶ Our offer continues to develop, broaden and improve and with it so does our membership from a more diverse range of public service providers.
- ▶ We lead good practice through the academy, conference and professional networks.
- ▶ Our understanding of our communities and the local, political environment underpin our focus on strategic HR outcomes

We have 3 key objectives

- ▶ Provide a high value offering for our members
- ▶ Positioning the PPMA as a thought leader and influencer of HR policy and practice in the public service sector
- ▶ Refining our operating model to ensure a sustainable organisation that achieves our ambition

1 – Provide a high value offering for our members

Our offer

- Active profile through social media
- Series of thought leadership events, nationally and regionally
- Networking opportunities
- A dynamic website
- Work streams focussed on key issues HR need to drive and influence to enable their organisations to meet the challenges ahead (see obj 2)
- Regular information about what the PPMA is doing

Desired Outcomes

- Improved profile and increased membership from across the public services community
- Courageous and confident professionals influencing HR/OD practice in public services regionally, nationally and with politicians
- Improved networking
- High value/level content through our website and social media
- Strong relationships with other public service people partners and sponsors

Success

- Membership levels increased 15% over the next 3 years
- Annual surveys – by 2018 90% of members say the PPMA has helped them to be effective influencers
- 90% of members are satisfied with the network events and the annual conference
- Social media profile improves by 25% by 2018
- 90% satisfaction ratings from our sponsors
- At least 2 events or articles per annum with public service people partners

1 – Provide a high value offering for our members - Action plan

Actions

Develop a new brand image and a marketing strategy

Utilise social media to promote the PPMA

Use sponsors to develop outputs from each of the work streams

Continue – Rising stars, Peer into the future, Apprentice of the year

Annual seminar/ conference

Develop a programme of events to run across the country

Lead officers to act as conduits to develop/ build sponsor relations

Lead

Board members

Board members

Board members

Leatham Green and Yvonne Skingle

Vice President

Board members

Board members

When

February 2016

Ongoing

Annually

Annually

Annually

Annually

Ongoing

2 – A thought leader and influencer of HR policy & practice in public services

Focussed work streams

Developing/ fostering leadership behaviours/ skills to suit the current operating environment e.g. commercialism, partnership working

Organisational and Workplace design/ transformation

Workforce transformation through engagement, reward, performance

Building and developing the workforce of the future

Desired Outcomes

PPMA is an authoritative voice on behalf of the public service HR/ OD community

Our advice promotes effective and engaged workforces

PPMA influence important debates affecting public services

Work effectively with partners and across sectors on topics of mutual interest and benefit

Partners speak positively about public services and the PPMA's contribution

Success

Influential chief executives and public service leaders are aware of the PPMA

PPMA is regularly consulted for comments on people issues in public services

PPMA work outputs are used (measured by survey)

Our media profile improves

2 – Thought leader and influencer of public service HR - Action plan

Actions

President and Vice President invited to significant HR events

Work with sponsors to develop work stream products and promote these

Produce 4 PPMA inserts per year to go in the MJ

Develop partnerships with HPMA, SPDS, LGA and build new ones

Explore potential HR metrics service to drive improvement

Use PPMA awards to highlight good practice

Produce an annual impact report to understand PPMA contribution

Lead

President and VP

Policy officers with Sponsors

Dilys Wynn

President and VP

Dilys Wynn

Angela Probert/ VP

Vice President & Board

When

As and when

At least one product per stream per annum

4 per annum

Ongoing

By March 2016

Annually at seminar/ conference

Annually at seminar/ conference

3 – Refining our operating model to ensure a sustainable organisation that achieves our ambition

Objectives

Ensure the operating model is fit for purpose and sustains the voluntary efforts of the organisation

Clarify the outputs and outcomes our sponsors can expect of our relationship

Develop our policy influence and professional voice through strategic alliances, and geographical & niche specific relationships

Utilise our 'brand' and explore membership potential in other public service providers, e.g. emergency services, housing, shared services.

Desired Outcomes

A clear 'brand' image

Mutually beneficial relationships with our sponsors

Financial stability and effective control of all resources

Recognition for our professionalism

Ensure value for money from our support arrangements

Board and regional structures that enhance focus and pro-activity in delivering our objectives

Success

The PPMA is successful and maintains a financial operating surplus of 5%

Membership revenue increases

Year on year surplus increase from a 2015 baseline

Increasing the number of main, subsidiary and additional sponsors

Sponsors value our relations

Annual review by the Board demonstrates improvement

3 – Refining our operating model to ensure a sustainable organisation that achieves our ambition – Action plan

Actions

Review the board and regional structure to ensure it is fit for purpose

Clarify the outputs and outcomes from our sponsors to better assess mutual benefits

Provide forums and projects in which sponsors can engage

Produce risk assessment tool to assess commercial aspects of sponsor products

Undertake a review of our support arrangements to ensure we can deliver our ambitions

Develop a suite of metrics against which we can measure our success

Regular reporting of the PPMA financial position

Lead

President and VP

Alan Warner and Principal Officers

Board members

Alan Warner & Principal officers

Principal Officers

Martin Rayson

Treasurer – Martin Rayson

When

By Sept 2016

By April 2016

Annually

By summer 2016

By April 2016

By March 2016

Each policy board and annual accounts audit