We are an elected voluntary Committee, representing CIH - London, raising awareness of the Capital’s housing issues and policies by providing events and networking opportunities to our members”

PRESENT:

Bayo Igoh - (BI)          Suzannah Taylor - (ST)
Nazima Sehir - (NS)       Lizzy Hameed - (LiH)
Martyn Kingsford - (MK)   Alison Hayward - (AH)
Nikeel Hussain - (NH)     Michael Baldwin - (MB)
Tracy Gaughan - (TG)      Cathy Deplessis - (CD)
Vernon Simpson - (VS)     Richard Ashaye (Rash)
Carla Keegans - (CK)      Seline Walker - (SW)
Jill Allcoat - (JA) (CIH - Membership Development Manager) Robin Ward - (RW) (CIH / Minutes)

In the absence of the Chair - Suzanne Barrows (SB) and Vice Chair - Lynda Hance (LH) the Chair was taken by BI

Agenda Item | Report | Action
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1-Apologies for Absence | Sam Jenfa / Lynda Hance / Suzanne Barrows / Mabel Dankwa / Chris Christie / Ronald Albert |  
2-Approval of Minutes from Meeting held on Tuesday 4th September 2012 | The Minutes were agreed as a true record of the Committee meeting held on Tuesday 4th September 2012 |  
3- Matters arising from the meeting on | • SB: Data Protection issue (email addresses): still no response has | SB
| **Tuesday 4th September 2012** | been received.  
- **SB: Committee requirements - Final response paper:** To be finalised  
- **SB: Chairs Update - Policy items paper:** Awaited  
- **MK/LH: “Social evening” at GIR:** MK stated that the “video” was his own property and he was therefore inviting Committee members to be his guests for the showing. The film will not be released by the BFI until the day after Trafalgar Day (21st October)  
- **SB: Yammer account for monitoring events:** No news  
BI stated that he will discuss with SB the items listed against her name |
|-------------------------------|--------------------------------------------------|
| **4-Membership Update**       | BI stated that this meeting had a high emphasise on Membership matters with items from JA and SW. He then introduced JA to lead on this first item. JA explained that her presentation would have particular reference to the “member get member” campaign and the overall membership strategy.(Copies of JA’s Presentation can be provided by RW - on request)  
She stated that the Governing Board have agreed that membership is a priority - and that members will be put at the heart of the organisation. The membership target as stressed at the last Membership Officers’ meeting is to double the current total to 40,000, by 2020.  
She outlined the 5 key, core items and then listed 5 questions to direct the discussion:  
- What activities could be put into place to help membership growth at Regional level?  
- What products and services would be attractive to members?  
- How might the CIH engage more with its members?  
- What membership related | **SB** | **SB** | **LH/MK** | **SB** | **BI** |
activities would work well in the London region?

- How can CIH get all members more involved in a wider range of activities?

She then opened the discussion to the Committee and the ensuing debate included the following comments / queries:

- Surprise was expressed at the levels of discounts available
- What is the CIH generally doing to find out what members want - to assist in planning the approach to them - possibly if members are happy with the offers they may be happy to lose some of the discounts?
- Why do only 20% of the 10,000 delegates at training events follow up? - this seems to indicate a need to improve the “conversion rate”
- There was surprise at the rate of drop in membership numbers in recent months - retention is important - especially of Corporate members. JH commented that there is a sample survey scheduled for the near future to try and discover why Corporate members leave.
- CIH should aim to be the “kite mark” for housing professionals and employers should be encouraged to employ CIH members.
- Student members enjoy free membership - but the problem is in retaining them when they have to start paying. It is also sometimes difficult to communicate with students a a number of them do not have (or admit to having) an email address.
- AH considered that there had been some missed opportunities to encourage students to remain
members. JA explained that the free membership was intended as an inducement to students - but it seems that it should possibly be re-visited.

- Noted that not all tutors are CIH members. Similarly, a number of HA Chief Executives are not CIH members, either. It would be easier to encourage students to remain CIH members if tutors and Chief Executives were members.
- Even established CIH members sometimes find it difficult to see the benefits
- The question was raised as to the take up of the “member get member” campaign. JA replied that the deadline had recently been extended to the end of December 2012. The target is 400 additional members by the end of the year - currently there are approx. 300 (about 40 of whom are from London). She asked Committee members to push the campaign with their own contacts.
- Better technical tools to action offers etc would be useful
- It was suggested that targeting particular employers who might think CIH membership for their staff could be useful for them, might be beneficial
- The incremental increase in fees may put some off at the higher level - could there be a means to “opt out” of some of the benefits etc to keep the costs acceptable? JA commented that CIH need to gather the “intelligence” of what members actually want during their working life. When this suggestion was first looked at it was considered “too risky” - but it could be looked at again.
- The corporate body has to play its
part - all must be committed to the project - but it appears that CIH are to prepare a policy document for consultation - including consulting non-members. There was a view that this was a somewhat odd way of creating policy for CIH and could possibly put off some members if it was generally known.

- Other points raised were - A suggestion that some form of reciprocal membership with other organisations (eg RTPI, RICS, teachers etc) might be explored / How did the 40,000 membership target by 2020 come about? / and who is involved in the strategy implementation?

Bl then summed up the discussion and outlined the key points to be considered: - Engagement / Communication / student relationship / awareness / what are we going to get out of them / targeted membership / commitment (conversion - retention etc) / using members to help and overall - What are the benefits of being a CIH member? He then thanked JA for her contribution and invited her to stay for the next item.

5- London centric Membership review

SW introduced this item which looks at how London is different from the CIH overall strategy. She raised the question of how CIH - London can develop and work closely with other institutions - we can learn from their strategies and approaches - London should stop being insular.

Noted that overall, SW's approach complemented JA’s approach but directs its view towards London. She stated that the number of Chartered members in London is in the region of 600 - out of an overall total of about 2300 London members (NB: Overall CIH numbers of Corporate members is 7750+) this is very disappointing given the overall membership. London needs to focus on
increasing the senior membership and get them interested in Committee affairs. Committee needs to investigate why so many Chartered members do not get involved with CIH - London activities. She added that CIH generally and London especially need to really invest in getting and keeping members - the cost of membership is very important. The matter needs to be approached in a business based way - need to consider what is being offered for Chartered members which would attract them to join and also agree who / what we should be targeting.

Whilst London is still the largest region in England, there is still a need to engage members more to enable the London voice to be heard - but she emphasised that London does not currently have a proportionate number of Chartered members.

The Committee then discussed the issues raised by both membership based presentations and a number of questions / points were raised (or raised again), including:

- The statistics are worrying - London has only 600+ Chartered members for 2300+ members. Noted that the population of London is only just short of the total population of Scotland, Wales and N.Ireland put together.
- There is a lot of money coming into London from abroad for private housing.
- The low statistic of CIH - London’s membership of 2300+ from a population of nearly 8 million suggests that CIH - London is severely under-resourced compared with Scotland, Wales and N.Ireland.
- Given that the number of Chief Executives who are not CIH members - the Executive Insight
programme is very important - to set students on the path to the top jobs - as CIH members

- Noted that many LA housing departments are now linked with other services eg. Health, environment etc. - which weakens the housing emphasise. Similarly HA’s often deal with matters other than housing.

- When / what will CIH in Coventry produce the “plan” to improve the situation - especially with regard to the London region?

- Overall, everything should be about the “customer” - they are essential to inform any strategy.

- A question was raised as to why Asian Pacific branch has had such a rapid increase - particularly in the numbers of Chartered members?

- Noted that virtually everyone on the Committee has tried to interest colleagues in joining CIH.

- Noted that other organisations that CIH is comparing with (RICS / RTPI / RIBA etc) all have examination based membership only.

- A query was raised as to whether CIH is taking London seriously enough and encouraging senior staff to become members. Noted that there is a great deal of competition in London from the other professions - which does not always occur in other regions.

JA stated that CIH will focus heavily on Chief Executives etc who are not CIH members - to find ways to attract them to join.

In summary, BI stated that London have submitted a paper, spelling out what they think is needed. He added that overall the “customer” is crucial and that advocates are needed for senior
level people. CIH need to understand how things work - CIH can utilise this knowledge - we should always celebrate success. (See Item 9!)
BI then thanks JA and SW for leading two very important discussions.

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<th>6- Budget Update</th>
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<td>A paper had been tabled showing the draft Activity Plan for 2013. NS spoke to it, explaining that it showed allocations for various parts of the budget (principally meetings and events) for 2013. She stated that the details for Committee meetings are self explanatory - but added that SB was reviewing the £500 student bursary. The Regional events details are in outline only. She had no specific comments to make but stressed that if Committee members had any points they wanted considered, to email them to NS as soon as possible since the final budget application needed to be with Coventry by 19th October.</td>
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<td>The current position was tabled. Noted that the 2 student induction / reception events on 8th October and 6th November should be added. It was stated that the Chartered members event on 25th September had been very good - although there had been no formal feedback - the only adverse comment was on the briefness of Richard Blakeway's speech (Deputy Mayor of London for Housing, Land &amp; Property (and ex officio Committee member) although it had been booked in August. BI will speak to SB / LH about the event.</td>
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<td>There was none - but MK called for congratulations for BI in recognition of his new post as Head of Housing at Inquilab HA. As a consequence it was agreed to have a regular “Celebration” item on future Agendas.</td>
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<th>10- Date &amp; Venue for next meeting</th>
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<td>Tuesday 6th November 2012</td>
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CIH – London
Minutes of Committee Meeting
Tuesday 2nd October 2012
London WC1X 8HB
Starting at 6.00pm prompt
(Refreshments from 5.30pm)

Please note that there will be a Reception for Post Graduate students beforehand and also a Policy Debate with Gavin Smart (CIH / Director of Policy & Practice)
The outline programme for the evening is:
4.00pm - 5.00pm - Policy Debate with Gavin Smart
5.00pm - 6.00pm - Wine & buffet supper (Networking opportunity).

Invitations to attend the debate have been sent to all CIH - London members and the students will also be welcome to attend.
It is hoped that Gavin will also attend the Committee meeting and anyone who comes to the debate will be welcome to “observe”

Meeting closed at 7.48pm