



Minutes of the twenty-fifth Annual General Meeting of the Chartered Institute of Personnel and Development held at 151 The Broadway, Wimbledon SW19 1JQ and online on Tuesday 14 January 2025 at 09:30-11:00

There were 85 chartered members in attendance, 31 of whom attended in person, making the meeting quorate. In total, there were 86 members who attended in person and 396 online.

1 Welcome

- 1.1 Valerie Hughes-D'Aeth, Chair of the CIPD, welcomed everyone to the CIPD's twenty-fifth AGM.
- 1.2 Apologies were shared from Angela Attah, Director of Legal & Governance and Institute Secretary of the CIPD.

2 Overview of the year

- 2.1 Valerie Hughes-D'Aeth highlighted a correction on page 82 of the annual report and accounts, where redundancy payments were included in the salary figures without making a note that these were one-off payments. The corrected version was now available online.
- 2.2 She presented an overview of the year, acknowledging the challenging times faced by the people profession globally. Valerie highlighted the geopolitical tensions, sustainability challenges, economic pressures, and technological advances that were impacting societies and organizations, and emphasised the need for organisations to adapt their operating models accordingly in order to navigate these long-term disruptions.
- 2.3 Valerie addressed the recent articles questioning the value of the profession and emphasised the importance of the profession in shaping lives and careers, reaffirming its value in making work work and creating positive business performance and outcomes.
- 2.4 CIPD's plans to amplify the voice of the profession, improve practical tools, and launch a campaign to highlight the transformative impact of HR were outlined to those present, along with plans for further engagement with the government on policy and labour market regulation changes.
- 2.5 Valerie presented highlights of the year, focusing on:
 - (a) Making your **membership** work
 - (b) Making your **learning** work
 - (c) Helping your **organisations** work
 - (d) Helping your **communities** work
- 2.6 CIPD's recognition at the Memcom Excellence awards, winning Best Professional Membership Organisation and Best Lobbying Campaign for #Flexfrom1st, were reported to those present.
- 2.7 Valerie shared growth data among CIPD's global community, which now had over 162,000 members worldwide. She highlighted specific increases of 20% in the Middle East, 9% in Asia Pacific and 3% in other regions, plus a 6% increase in student membership and foundation membership increasing to 5,000.

- 2.8 Valerie emphasised the CIPD's commitment to listening to members' needs and providing easier access to learning, resources, and expert insights.
- 2.9 Commencing with 'Making your membership work', Valerie shared initiatives to produce commentary and reports that respond to relevant HR and business issues, locally and nationally, with a 14% increase of media coverage in the UK and Ireland, 60% in the Middle East, and tenfold in Asia to maintain this. New advisory groups had been established to steer our voices and priorities and an HR People Pod podcast provided channels for sharing insights from HR and business leaders. Members were informed about the newly launched 'Focus on' series, to spotlight key topics such as workplace skills and productivity, workplace conflict, and the UK government's 'Make Work Pay' plan. Upcoming topics for 2025 were set to include employee health and wellbeing, leadership and engagement, AI within the workplace and role of the people profession, and the government's Get Britain Working agenda.
- 2.10 Valerie moved on to discuss 'Making your learning work', stating how the CIPD had invested more in tools, resources and communities to support professional learning, based on member feedback. New initiatives included better networking connections, stronger career support and CPD, more routes to membership, and a new member-to-member mentorship platform launched in May which offered on-demand mentoring to any member, anytime, anywhere. This included features such as a chat function, meeting scheduling, resources, videos about mentoring, and tailored updates and reminders. Members were encouraged to sign up to be mentors or mentees.
- 2.11 Valerie turned to what the CIPD was doing to help organisations professionalise and grow their HR teams. It was reported that the CIPD worked and supported over 270 organisations, encompassing 57,000 HR practitioners who serve around 2 million employees. In particular, the CIPD reported strong relationships with 22 Professional Development Partners, who had publicly committed to investing in and enabling their people functions to step up.
- 2.12 CIPD's approach towards professionalism at scale was shared, beginning with defining the image of HR, L&D and OD within and organisations and progressing through diagnostics, building solutions, recognising success right through to sustaining excellence.
- 2.13 Additional pathways to membership were shared, including CIPD's new Group Affiliate Subscription, Experience Assessment and professional assessment at scale and assessment of our tailored programmes towards membership requirements.
- 2.14 Valerie emphasised CIPD's commitment to a people-first approach, highlighting its role in shaping public policy and workplace practices to foster stronger, more inclusive communities.
- 2.15 She outlined CIPD's key areas of influence:
- (a) Stronger skill policies.
 - (b) Responsible use of new technology with a focus on AI.
 - (c) Key recommendations for work and health policy reform.
 - (d) Advancing flexible working initiatives, providing guidance for employers and expanding the Good Work Index to improve workplace standards.
- 2.16 Key figures surrounding the CPD Trust were announced, including 475 people professionals who supported 801 jobseekers including our first cohort of people with convictions. The CIPD Trust bursary fund had financed 72 CIPD qualifications with 42 People Profession Connectors in place to provide advice and guidance. Valeire also reported 50% success rate for participants on the CIPD's Aspiring HRD programme.

- 2.17 Turning to the CIPD's commitment to sustainability and good governance, those present heard that the CIPD had joined the UN Global compact in November 2023 and continued to align its strategy and operations to contribute to 10 of the 17 UN sustainable goals. It had also achieved Investors in the Environment (iE) Silver accreditation and 'Best Newcomer' at their 2023 iE awards.
- 2.18 Valerie concluded with an overview of operational changes implemented in response to the tougher economic environment and rising costs, including reducing our UK headcount by 12%. She was pleased to report a narrowing gender/ethnicity pay gap, along with a continued focus on creating and sharing good practices throughout the CIPD.

3 Finances

- 3.1 The CIPD's Treasurer Caroline Stockman provided an overview of the CIPD's financial results from the past financial year.
- 3.2 She reported a £2.5 million increase in revenue year-on-year and explained that the operating deficit in 2023-24 was impacted by one-off costs, including asset amortisation and impairment, transformation costs including severance pay, and legal costs related to an application to construct a telecoms mast on our office roof. Despite the deficit, we aimed to return to a positive operating surplus in the current year, enabled by cost savings from organisational transformation and increased revenue.
- 3.3 Caroline talked about the strategic project costs and investments which the CIPD had made in recent years, including in the customer transaction review, website transformation project and the identity and access management (IDAM) solution.
- 3.4 Revenue growth in the Middle East and Ireland was reported, explaining CIPD's new approach to delivering work in Asia through an associate and channel partner model.
- 3.5 Caroline outlined the budget for the current year which included a £1.5 million increase in revenue from membership volume growth and a 4% increase in membership fees. The 2024-25 budget also factored in cost savings from the recent organisational transformation which would deliver lower staff costs and operating cost savings resulting in a projected overall surplus of £1.5 million.
- 3.6 Finally, she presented the purpose of "Project Synergy", a key strategy project for the current financial year which involved replacing CIPD's core system for membership, qualifications, assessments, and apprenticeships.
- 3.7 To conclude, Caroline reported another unqualified audit report for the past year before handing back to the Chair to open the vote.

4 AGM vote

- 4.1 Valerie Hughes-D'Aeth then opened the voting on the AGM resolutions, which were combined with the proxy votes to result in the following outcomes:
 - a. The minutes of the twenty-fourth Annual General Meeting held on 29 January 2024 were received by a majority vote.
 - b. The Annual Report and Accounts of the CIPD for the year ended 30 June 2024 were received by a majority vote.

5 Q&A session

- 5.1 Valerie Hughes-D'Aeth invited Amanda Arrowsmith, CIPD's People and Transformation Director, to lead the questions and answer session.

- 5.2 Amanda opened the floor to questions which were put to a panel made up of CIPD Chair Valerie Hughes-D'Aeth, Treasurer Caroline Stockmann and Chief Executive Peter Cheese.
- 5.3 Questions were asked in the room and online and included the following topics:
- a. Support for newly qualified members getting into HR roles
 - b. Supporting member access to CPD available especially via our Branch network.
 - c. Central support for and interactions with CIPD Branch volunteers.
 - d. Opportunities to upgrade membership levels and for offering peer-to-peer coaching.
 - e. Membership fee reductions for retired members.
 - f. Connections with consultants in the profession.
 - g. Evidencing the benefits and impact of CIPD qualifications in members' careers.
 - h. Any plans to reintroduce regional area and diversity and inclusion conferences.
 - i. CIPD's presence in other areas of the world such as North America.
 - j. External perceptions and the overall reputation of HR.
- 5.4 Valerie thanked all those who had asked questions and showed her appreciation to the panel for their insightful responses.

6 Final remarks

- 6.1 There being no further business, the meeting was officially closed.