

IDPE NEWS BULLETIN

16 June 2008

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1. Membership Services

i) IDPE NEW TRUSTEES ELECTED

At the recent AGM, the Articles of Association were amended to allow for up to twelve trustees on the IDPE board (previously nine). Three new trustees were nominated and are warmly welcomed to the Board.

Jennifer Lewis, Development Director, The Dragon School
Lesley Humphreys, Marketing & Development Director, Millfield School
Nadine Latte, Development Director, Erskine Stewarts Melville Schools

2. IDPE Events

i) 2008 IDPE ANNUAL CONFERENCE, EXHIBITION AND AGM

“The role of development in schools is now firmly established.”
- Robin Reeve, Chairman of Governors, Lancing College

This year's IDPE conference, held in Elstree, North London, was the largest gathering of development professionals ever held in the UK or Europe. Over 150 delegates attended the two day conference which highlighted the growth and importance of development and its associated activities within the school sector. Everyone taking part agreed that the need for schools to remain competitive, build relationships within their own constituencies of parents and alumni, and generate substantial income over and above fees is obviously now an accepted and critical aspect of school administration.

Transforming lives was the keynote of the conference. Head Master of Rugby School, Patrick Derham, launched the event by giving an inspiring address on Rugby's commitment to widening educational access to. He emphasised the importance of schools transforming lives by making a major commitment to supporting children from poorer backgrounds. He insisted that the more diverse the backgrounds of pupils in our schools, the better our schools would be.

Patrick Derham's address was immediately followed by a debate on the implications of the Charities Commission ruling on Public Benefit vis à vis independent schools. The demand for greater clarity on what is expected from the Commission was overwhelming and Joanne Edwardes, Head of Public Benefit at the Commission, emphasised that withdrawing charitable status from an institution was an extremely rare step and the Commission would prefer to work closely with schools. She particularly encouraged all schools to provide input into the review via their website and was adamant that she expected the majority of schools to pass the test.

The conference covered a variety of development issues including the importance of schools having an active alumni relations programme, the working link between the marketing and development functions and the various aspects of fundraising. The trend has moved away from isolated 'appeals' to an ongoing and permanent programme of nurturing and cultivating all members of the school 'family'. Many schools now undertake an Annual Fund where everyone in the school community is invited to make an annual contribution and it was generally regarded that legacy income would provide the largest source of revenue over the long term. However the most impacting was the manner in which some schools are able to attract the support of very large donations from alumni and parents both within the UK and overseas.

In some cases the relationship with the development office begins when the pupils are still at school with former pupils offering career advice, work experience and assistance to pupils with industry placement.

A key element of the conference was the emphasis placed on the importance of a school's strategic vision, and how vital it is for Governors, Heads and senior management, to be committed to development if it is to be truly successful.

It wasn't all work either. The Conference Dinner was an opportunity to leave work behind and guests enjoyed some excellent food and wine and the after dinner speaker, Dr Harry Brünjes. Successful businessman Dr Brünjes is Chairman elect of the Governors of Lancing College and a noted raconteur: guests were hugely entertained, particularly by his medical reminiscences!

Generally regarded as the most stimulating development conference ever held, the 2008 event included Heads, Governors, Bursars and Development staff. We should all feel confident in broadcasting the message that development is here to stay and is a vital part of our schools. The days of the one-off 'smash and grab' appeals are, thankfully, dead and buried.

We would also like to take this opportunity of thanking our sponsors and exhibitors, many of which have supported the IDPE Conferences over the years. They are:-

Rux Burton Associates	ASK Associates
WCBS Limited	Redbourn Business Systems Ltd
Craigmyle & Company Limited	Donor Strategy
Third Millennium Publishing	InTouch
Buffalo Fundraising Consultants Ltd	Jon Willcocks Associates Limited
Marketing for Education	IntraWorlds

Following the outstanding success of this year's conference we are pleased to announce that next year's Annual Conference will take place on **Thursday/Friday 04/05 June 2009 at the Holiday Inn London-Elstree**. Look out for booking information later in the year.

p.s. Keep a look out in the Members' Area Gallery as we hope to post photos of the conference within the next week or two!

ii) **IDPE GOLFING DAY**

On Wednesday, 4th June 2008, Elstree Golf Club hosted the inaugural IDPE Golf Challenge. Six competitors took part, in glorious conditions in Hertfordshire countryside. The winner with 38 points was a man who having stepped down as Chairman of IDPE, obviously now has far too much time on his hands – **Graham Papenfus**.

With the IDPE conference for 2009 confirmed, I would urge all golfers, irrespective of handicap to join Messieurs Ranford, Priestnall *et al.* for the biggest and most exciting golfing event this side of the 108th US Open – the 2nd IDPE Golf Challenge on Wednesday 3rd June 2009, Elstree Golf Club. More information will follow

Golf Day organisers: Guy Ranford (GRanford@bcschool.org or 01442 358112) and Nick Priestnall (np@millhill.org.uk or 020 8906 7925).

3. Regional Groups

i) **LONDON SOUTH EAST**

The next LSE Region meeting will be at 1pm on 1st October at Forest School, courtesy of Sue Coates. There will be another LSE meeting towards the end of the autumn term. Enquiries for the LSE Region should be directed to Nick Priestnall nickpriestnall@millhill.org.uk in the first instance, or Guy Ranford from Berkhamsted Collegiate granford@bcschool.org

ii) **SOUTH WEST**

The date and venue of the next SW regional meeting will be posted on the website and sent out to all members in the near future.

In the meantime if you have a query please contact Clare Anning at The Red Maids' School c_anning@redmaids.bristol.sch.uk

iii) **NORTH WEST**

The date and venue of the next NW regional meeting will be posted on the website and sent out to all members in the near future. We are aiming at the end of September for the meeting.

In the meantime you can contact Viv Davenport on 01254 506070 or davenportv@westholmeschool.com.

iv) **NORTH EAST**

The next meeting of North East members will take place at Aysgarth School, date to be confirmed. The agenda will include consideration of:

1. The part that parents, current and former, can play in supporting a school.
2. Events and their role in fundraising

Enquiries please to Peter Yorke, Development Officer, Sedbergh School, devoffice@sedberghschool.org or Tel: 015396 22228

v) **WEST MIDLANDS**

The next meeting of the WM region is likely to take place in October, venue and date to be confirmed and sent to all members in due course.

Enquiries to Serena Kyle at Wrekin College at serenak@wrekincollege.ac.uk or telephone 01952 265609.

iv) **SCOTLAND**

A meeting of Scottish members attending the recent IDPE Annual Conference took place at Elstree. The date and venue of the next meeting will be sent to all members once confirmed.

In the meantime general enquiries for the Scottish region should be directed to Mr John Lang, Development Director at Fettes College, Tel 0131 311 6743 or email JC.Lang@fettes.com

vii) **EAST**

The next meeting will be in November at Repton School – date tbc.

If you have any queries or wish to make contact with your Regional Co-ordinator please contact Georgina Hare of Rugby School on Tel 01788 556139 or email gsh@rugbyschool.net

viii) **SOUTH**

The next meeting of South Region will take place on Thursday 19 June at Lancing College, kindly hosted by Ian McLean. Arrival 10am for coffee with the meeting commencing at 10.30am. Please let Richard know asap if you wish to attend.

For all matters relating to the South regional meetings please contact Richard Love, Development Director, Epsom College Development Trust Tel: 01372 821290/821042 or email love@epsomcollege.org.uk

4. Other Events

(The inclusion of the following adverts for products and services does not imply any endorsement on behalf of IDPE.)

Rux Burton Associates – are running a series of seminars on different topics in partnership with its clients. The seminars are designed to provide opportunity for discussion between heads, bursars and development professionals.

Robert Gordon's College – July 8th: Using Annual Funds to Create the Bedrock to Drive Forward Major Gifts and Legacy Campaigns

Bristol Grammar School – July 9th: Creating Loyalty In a Fickle World: How do you Integrate all External Relations Activities when there are so Many other Causes Clamoring for Attention

Fettes College – July 24th: Out of Sight Out of Mind/Familiarity Breeds Contempt: Managing your Constituencies when Half Live too Far Away and Half too Close More Details...

The Ley's School – September 11th: Now we are Three: Maintaining an Upwards Projection to your Annual Telephone Programme

Marlborough College – September 18th: The Future of External Relations in Major Schools More Details...

Forest School – October 23rd: Collecting the 'rents: Successful Parental Fundraising in the Annual Fund
More Details...

More information can be found on: www.teleraise.com/schoolseminars.asp. A small fee (£35.00) covers catering provided by the institution.

5. Vacancies

i) **MANCHESTER HIGH SCHOOL FOR GIRLS – DEVELOPMENT DIRECTOR**

Salary range L11-L15 (currently £44,490 - £49,338 subject to review shortly)

Further details and application forms available from the School at Grangethorpe Road,
Manchester M14 6HS Tel: 0161 224 0447 Email: administration@mhsg.manchester.sch.uk

The closing date for applications is Friday 27th June with shortlisted interviews being held on Monday 7th July when applicants will be required to make a short presentation.

To view the full advert on the IDPE website please visit www.idpe.org.uk and click on Development Vacancies

ii) **BRIGHTON COLLEGE – DIRECTOR OF DEVELOPMENT**

Generous remuneration package. Letters of application with full CV and the names and contact details of two referees, should be sent by email to the College's consultant, Alison Graham at alison.graham@brakeley.com by Friday 11 July. For an information discussion please telephone Alison on 01959 524561.

Shortlisted candidates will be called for interview at Brighton College on Tuesday 22 July 2008.

Closing date for applications is Friday 11 July 2008.

To view the full advert on the IDPE website please visit www.idpe.org.uk and click on Development Vacancies

iii) **KING EDWARD'S SCHOOL BIRMINGHAM – DEVELOPMENT DIRECTOR**

Salary in the region of £55,000 plus benefits. For further details about the job and an application form visit www.rsacademics.co.uk. For an informal discussion of the post, please call Russell Speirs on 01572 821306. **Please apply by 23 June**; preliminary interviews will be held in the week of 30 June and final interviews in the week of 14 July.

iv) **READING SCHOOL – DEVELOPMENT DIRECTOR**

Salary in the region £30,000 - £40,000 according to experience.

The closing date for applications is Monday 30th June. Interviews will take place following shortlisting on Tuesday 1st July.

Further details about the post and method of application are available from Mrs. B. Taylor,
Reading School, Erleigh Road, Reading, Berkshire RG1 5LW
Tel: 0118 9015600 Ext 264
Email: betaylor@readingschool.reading.sch.uk

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