

2020 Annual Report

Including agenda for Annual General Meeting

Introduction from the president

As I write these introduction words for our Annual Report, I cannot help but reflect on the biggest global crisis we have ever faced and its impact on us all.

While Covid-19 has and continues to have such a dramatic effect, I draw huge inspiration from our society and its members.

The collective strength you have all shown through a spirit of togetherness, in supporting each other as we navigate our way beyond the pandemic into recovery, is nothing short of outstanding and personally, I find it truly humbling.

We have adapted and overcome in the most difficult of circumstances, to provide support and resources needed for our members to continue delivering the very best services in their communities.

It therefore makes me incredibly proud to continue as your President for another year.

I encourage you all to take a few minutes to read this report, deliberately in an 'infographic' style which I hope like me, you find is easy to consume.

While the next 12 months will undoubtedly be challenging, I am really energised knowing Socitm members will deliver with the drive, dedication and professionalism, which sums up our society.

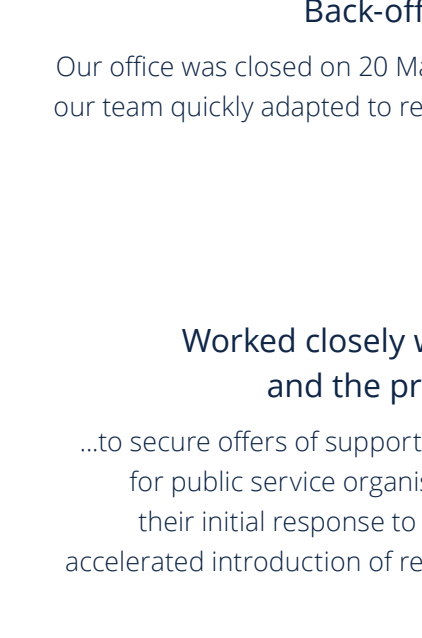


S Smith
Samantha Smith
Socitm president

Our key priorities

Despite the challenges the last year has presented due to the global Covid-19 pandemic, we have continued with our focus on our key priority areas as shown on the right.

Although the impact of Covid caused us to completely change everything planned for the year, I am really happy to be able to report that we have made positive progress in each of these areas, as can be seen in the various initiatives highlighted in the infographic.



- Consistent stakeholder engagement
- Membership development and growth
- Facilitating new skills and capabilities
- Financial stability and business growth

Our 5 policy themes

Ethical use of emerging technologies and data 2020 policy lead: Nicola Graham	NetApp 2020 KEY PARTNER
Healthy and well communities 2020 policy lead: Samantha Smith	Capita 2020 KEY PARTNER
Leadership, diversity and skills 2020 policy lead: Sandra Taylor	DELL EMC 2020 KEY PARTNER
Service design and transformation 2020 policy lead: Huw McKee	Microsoft 2020 KEY PARTNER
Modernising ICT service delivery 2020 policy lead: Alison Hughes	splunk 2020 KEY PARTNER

Covid-19

Back-office support
Our office was closed on 20 March 2020 and our team quickly adapted to remote working.

Supported colleagues' wellbeing during the pandemic
Experience and advice shared by Suffolk County Council at [Share Local - East, November 2020](#)

Worked closely with techUK and the private sector
...to secure offers of support and guidance for public service organisations during their initial response to lockdown and accelerated introduction of remote working.

Partnered with the LGA to deliver the Return to Work-ICT programme.
This saved councils the cost of advertising for sought-after skills. It also saved time as outstanding ICT recruits looking for a return to work were made available for hire.

Collaboration cafés
By 9 April 2020 we had our virtual cafés open every day for members to drop in and consult with our supplier partners on any Covid-related issues.

Established dedicated Microsoft Teams channels
...to talk to us and fellow members, and to receive information in a more timely and targeted way.

Running a comprehensive Covid-19 digital impact survey (with international organisations)
...analysing and publishing the subsequent final Covid-19 survey report

Covid-19 support
An extensive range of support services created and constantly updated, including resources and facilities for sharing information and emerging practices available to anyone in local public service organisations:

- Advice and Guidance** – a telephone help line with free access to independent and impartial expert guidance from Socitm Advisory.
- Networking and Collaboration** – information sharing between our members – useful discussion, design blueprints, documents, procedures, etc.
- Signposting** – up-to-date advice and links to other relevant organisations and sources of key information.
- Resources** – opening-up our resources to make them as easy to access as possible.
- Suppliers** – working with techUK, its supplier community and our Socitm Partners to curate services and offers of products and support.
- Practical and regulatory changes** – considering the digital implications and options arising e.g. for remote council meetings.

Planting the Flag
Produced in collaboration with our international colleagues, a prospectus for sustained change – Reset, Reform, Renew – to create more resilient communities post-Covid-19.

Regional committee calls
Commencing 1 May 2020 we initiated fortnightly and monthly calls with our regional committees to provide additional support, updates and resource to our regions.

Virtual conferences and events
To prevent any loss of service, we swiftly converted all our events to a virtual setting to enable us to continue to liaise with members on pressing issues. Our President's Conference was turned into a fully virtual President's Week and our AGM was held remotely for the first time.

Virtual regional meetings
We adopted and embraced the functionality of collaborative video conferencing tools and moved our meetings virtually to continually engage, support and collaborate with our members and wider public sector organisations on topics and themes of relevance.

Virtual academy
We translated our programmes to virtual content to enable our members to continue with their personal development journeys.

Introduced virtual one-to-ones with the director of your choice
...giving you a direct relationship with the team running Socitm.

Collaboration with other organisations
(including LGA, CIPFA and Solace) to deliver specific guidance for members, support for elected members to continue to deliver effective public meetings and to enable access to local democracy, including guidance on how to best chair a virtual meeting.

Created a new Leadership and motivating remote teams
It was oversubscribed, even for the extra dates in December. Watch this space for more sessions in 2021.

We delivered both hybrid and completely virtual Top Talent programmes during the year
...and will use the lessons learnt to help shape our programmes going forwards.

Other achievements include...

Increased profile and spotlight on the public sector...
...in response to the pandemic across all our five policy themes.

The growing engagement of our devolved nation groups
Extensive and open engagement with our Socitm Northern Ireland, Scotland and Wales Committees and their members, supporting them in collaborating with their national governments and partner organisations to shape future digital strategies and plans.

Held a hugely successful Alumni 2020 event on 10 December
Inspirational stories confirmed the positive impact we are making.

Socitm members are part of our international networks
with LOLA colleagues in Europe, Australia, New Zealand, Canada, and USA and with Major Cities of Europe. Benefit from shared workshops, webinars, research and publications all made available in the resource hub.

Created a resource hub
A single space to share our bespoke research and the best of the rest.

35 individual published documents in 2020

MORE THAN 80 Members have joined us and our partners at... ..at meetings, webinars, workshops, conferences and training programmes.

You have discovered...

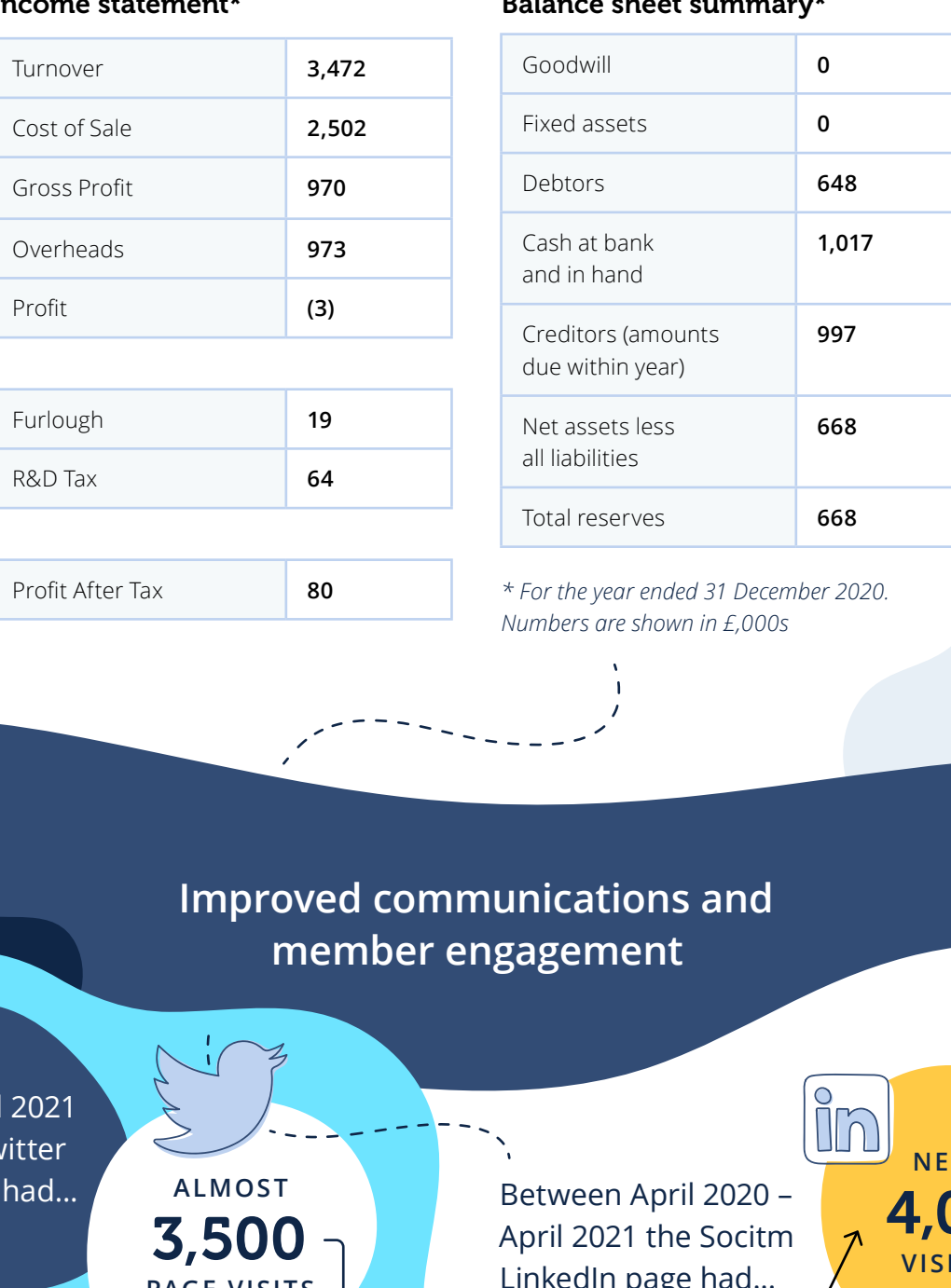
- Leadership development
- Digital ethics
- Accessibility
- AI in social care
- Hackers
- Improved collaboration
- Harnessing data

107 MEMBERS graduated from the Leadership Academy in July 2020.

323 STRONG Our expanding alumni community is nearly **323 STRONG**

The present and future of public sector leadership.

Looking forward



Financial overview by Chantelle Levoir, director of finance and operations

When we created our budget for 2020, this never could have anticipated a global pandemic and the impact this would have on individuals and businesses alike. This has undoubtedly been the biggest threat to the viability of our organisation in recent history.

The timing of our membership and partnership renewals was crucial to Socitm being able to continue to trade through the year, as our members faced unprecedented demands and budgetary challenges.

By the end of January 2020, we had secured most of our membership renewals and we had attracted a record number of partnership sales; a 73% increase on the same period in 2019. However, soon after we were facing lockdown and it became clear that we would have to revise all our planned delivery from physical to virtual. Our partners were incredibly supportive, and we were able to amend our contracts and secure the funding they had already invested to continue to deliver our services to members. I would like to take this opportunity to personally thank our partners for this.

However, Covid-19 had a huge impact for the remainder of the year, costing us £145K in event sales, £43.5K in new membership sales and £71K on improve sales.

To manage this reduction in revenue and demand on services, we furloughed half of our delivery workforce for between 4-8 weeks during the peak of the pandemic and recovered £19K from the government scheme. We were able to recover £129K of our lost event income by moving our local and national events to virtual and saved a further £37K in travelling costs for staff and directors. As the activity in our Leadership Academy fell, we saved £82K on outsourced delivery and recruited Aidan Matthews as our in-house trainer which enabled us to launch our new virtual academy starting with our brand-new course, Managing and motivating remote teams.

Additionally, we again received the benefit of our shares in Socitm Advisory which delivered us a £90K contribution to the 2020 financials. Since being established in 2015, Socitm Advisory Ltd has been trading through Socitm Ltd, which has accounted for the rapid growth in revenue over the years. However, Advisory has now been trading for over 3 years and have been migrating their contracts and new business to trade directly from Socitm Advisory Ltd. This is the reason for the sudden decrease in revenue from £10.5m in 2019 to £3.5m in 2020. There were still some legacy contracts being billed through our membership arm so we would expect to see another fall in turnover in 2021. However, we can see that the gross profit in 2019 was 10.5% compared to 27.9% in 2020.

Due to the swift actions of our board and the support of our members and partners, we were able to manage the business into an operating loss of only -£3K in 2020, however, the addition of the furlough claim increased this to nearly £16K profit.

Finally, we submitted an R&D tax credit claim for the service developments we have made to during financial years 2018 & 2019. Due to the brought forward losses that Socitm carries, we were able to recover this tax credit in cash and this contributed another £65K to our bottom line.

Our balance sheet position continues to strengthen and currently sits at £668K and our cash in the business remains high.

I would like to finish by thanking the incredible team of people that work for Socitm, our volunteers, local teams, our expert consultants, strategic and private sector partners and of course, our members.

Socitm's auditors, Cottons, have confirmed that, in their opinion, the above summarised financial accounts are consistent with the full financial accounts for the year ended 31 December 2020.

Chantelle Levoir
Director of finance and operations

Income statement*

Turnover	3,472
Cost of Sale	2,502
Gross Profit	970
Overheads	973
Profit	(3)
Furlough	19
R&D Tax	64
Profit After Tax	80

Balance sheet summary*

Goodwill	0
Fixed assets	0
Debtors	648
Cash at bank and in hand	1,017
Creditors (amounts due within year)	997
Net assets less all liabilities	668
Total reserves	668

* For the year ended 31 December 2020. Numbers are shown in £,000s

Improved communications and member engagement

In April 2021 our Twitter profile had... **ALMOST 3,500 PAGE VISITS**

Between April 2020 - April 2021 the Socitm LinkedIn page had... **NEARLY 4,000 VISITORS**

The top three job titles of those visitors were:

- Business development 21.03%
- Sales 13.65%
- Marketing 10.63%

...and we were boosted with a message from **Baroness Bridgford** for **Share National: Leadership, diversity and skills in appreciation of our Return to Work-ICT programme.**

February's Share National: Accessibility

...demonstrating members' willingness to go beyond just compliance. We're all building equity of access into everything we do.

Sustainability

In the past year, we have modernised and innovated our use of technology and tools available to us, to improve our working practices and take a significant step towards being more sustainable.

- Working from home: reduction of paper and electricity usage, as well as carbon reduction from minimised travel
- Repairing rather than replacing our hardware estate.
- Re-using our shipping boxes and packing.
- Donating or reselling aged or not fit for purpose equipment, so as not to end up in landfill sites.
- Use of UPS carbon neutral shipment method - offsetting the environmental impact of your shipment.
- Recycling any equipment beyond economical repair, using a licenced e-waste provider in line with government guidelines.

Annual General Meeting

The agenda for Socitm's Annual General Meeting on 8 June 2021 is now available.

[View the 2021 AGM agenda](#)