



**Published Note of the meeting of the ICAS  
Members Board on  
10 September 2021**

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10 SEPTEMBER 2021

(held at 10.00 via video conference using Microsoft Teams)

Some matters have not been disclosed for reasons of confidentiality.

**Present:**

Attendees:

Members

Sobhan Afzal CA, Diana Ardlean CA, Alan Begg CA, Alan Burnet CA, Chris Campbell CA, Jonathan Christodoulides CA, Ken Croarkin CA, Samantha Frost CA, Elizabeth Gammie CA, Sean Grubb CA, Rahul Handa CA, Dougie Hawkins CA, Fraser Hiddelston CA, Michael Kay CA (Chair), Karen McBride CA, Darrell McGraw CA, Iain McMichael CA, Jamie Mumford-Raine CA, Katherine Ritchie CA, Iain Scott CA, Rory Shedden CA, Rhona Thomson CA

Guests

Kirsty Gray CA, Charity Manager, SCABA

ICAS staff

Ian Bettison, Bruce Cartwright, Sarah Cran, Ruth Davidson, Gillian Hope, Janice Hutchinson, Richard Johnman, Nicola MacLean, Linden Reekie, Sarah Speirs, Carolyn Spencer, Lyndsay Thomson, Keith Watson

## 1. BACKGROUND

This was the fourth meeting of Members Board in 2021.

No apologies were noted.

No conflicts of interest were declared.

## 2. INSIGHTS

Ruth Davidson, Head of ICAS Data & Insight gave an overview of the Member Insights data that had been received from the latest Member Quantitative Research Survey. Overall, the survey looks at member satisfaction and Net Promoter Scores. There was a general discussion around the performance of the survey and Ruth highlighted that the scores for members in England and Scotland are equal for the first time.

Student Quantitative research is undertaken once a year and the average response rate is 19.9%.

Student satisfaction for membership and training are both increasing. The gap between the students in England and Scotland is closing. There was a discussion on how ICAS can improve member satisfaction and increase NPS.

Student learning preferences have changed since the start of COVID-19. Previously 47% of students preferred in class learning, compared to 26% currently.

There was a discussion around social media channels - 28% of Members follow ICAS social channels. It was noted that ICAS use a variety of channels to communicate with Members with email opening rates higher than industry averages and 74% of members having read the CA Mag. Detractor research is being undertaken in Q4 to understand the needs of those members who are less satisfied.

There was a lengthy discussion around retired Members and how we can engage with them more. The next Quant research will be sent to all retired Members and specific questions will be included to gauge the appetite for further engagement.

### 3. EQUALITY DIVERSITY AND INCLUSION

Ian Bettison, ICAS Equality Diversity and Inclusion Manager gave the board an update on the Equality Diversity and Inclusion activity that has been undertaken by ICAS since March 2021. The topic of Unconscious Bias was discussed, and the Chair commented that ICAS training in this area has been good and should be continually refreshed and rolled out regularly to ICAS Boards & Committees. There was discussion around setting targets / objectives for EDI and how EDI could be linked to the Board Workstreams for 2022.

### 4. MENTAL FITNESS INITIATIVE

Janice Hutchinson, Director of Marketing gave the Board an update on the progress of the Mental Fitness programme. Members have been actively involved and the feedback on the strategy has been extremely positive. External bodies have been recognising the work that has been done. Janice and Johnny Jacobs CA have been invited to speak at UK Wellbeing at Work Summit taking place in London from 9-11 November. There was wide ranging discussion around Mental Wellbeing and how ICAS can further help support our Students / Members. Members of the Board gave positive feedback on the new Student Helpline facility. It was also commented that ICAS should be considering what more we can do to alleviate the pressure and stress caused due to the structure of the training programme and exams.

### 5. SCABA

Kirsty Gray, Charity Manager gave an overview of SCABA (The Scottish Chartered Accountants' Benevolent Association) priorities and activities. The key priority at the moment is raising awareness of SCABA's offering, a future priority will be to generate more money from the Membership. SCABA will shortly rebrand to ICAS Cares. They provide a confidential and independent service and have the support of an Outreach Worker. Kirsty reported that they hadn't yet seen a major increase in referrals following the pandemic.

### 6. RETIRED MEMBERS

Feedback was given from the 5 Area Network representatives from discussions at their Q3 meetings on how they can encourage engagement with Retired Members.

The feedback from each Area Network was similar. It was agreed that it would not be appropriate for ICAS to subsidise local events (such as theatre trips) specifically aimed at retired members. The general view was that ICAS already offer a wide-range of events that are suitable for all stages of the

membership and there are benefits in retired Members having the opportunity to engage with younger Members at these events.

There was also discussion about the other ways retired members can get involved with ICAS such as becoming mentors, reverse mentoring and involvement in various ICAS initiatives and campaigns.

A number of Area Networks are looking to appoint a retired member onto their committee. A reminder was given to the Area Network representatives to continue to consider diversity when appointing members within their own networks.

## 7. ADDITIONAL REPORTS

The Board also noted reports covering the following:

- ICAS RISK REGISTER
- MEMBER ENGAGEMENT & COMMUNICATIONS EXECUTIVE DIRECTOR'S REPORT
- NOTES FROM THE AREA NETWORK CHAIRS FORUM JUNE 2021
- MEMBERS BOARD PRIORITY AREAS WORKSTREAMS UPDATE
- AREA NETWORKS YEAR TO DATE UPDATES
- 2021 AREA NETWORK MEETING DATES
- EVENTS UPDATE
- MEMBERS BOARD CODE OF CONDUCT (ANNUAL CIRCULATION)
- EDI INFOGRAPHIC – COMPOSITION OF ICAS BOARDS & COMMITTEES

## 8. NEXT MEETING

The next meeting of the Members Board will be on Friday 19 November 2021.