

Strategy 2017



“The Strategy 2017 sets out the direction of the Major Projects Association. This document is an update to the paper first published in 2014. We have been making excellent progress with our original objectives and, as we are mid-way through the strategy term, it is the right time to ensure our priorities remain current and relevant. In preparing this refresh we sought views across the membership, which have been crucial to the process. The refresh has helpfully identified two new themes, which are identified below.”

Sir Tim Laurence
Chairman, Major Projects Association

The purpose of the Major Projects Association is:

To improve the initiation and delivery of major projects through the interaction of members from all sectors in sharing experience, knowledge and ideas.

Approach:

To draw upon the collective experience of our cross-sectoral membership to create, collate and share innovations, knowledge and best practice across the whole major project sector, both in the UK and overseas. This is delivered through events, easily accessible reports, discussions, simulations and development programmes as well as by working with carefully selected influencers and decision makers.

What we do well:

 <p>Our members are the most satisfied they have ever been</p>	 <p>The Association's approach to confidentiality</p>	 <p>Calibre of member organisations</p>	 <p>Overall quality of events</p>
 <p>Credibility of speakers at seminars</p>	 <p>Our reports</p>	 <p>Our members are likely to recommend us to colleagues in their organisation</p>	 <p>Members like the changes we've made to our website</p>

(Source: 2015 Annual Member Satisfaction Survey)

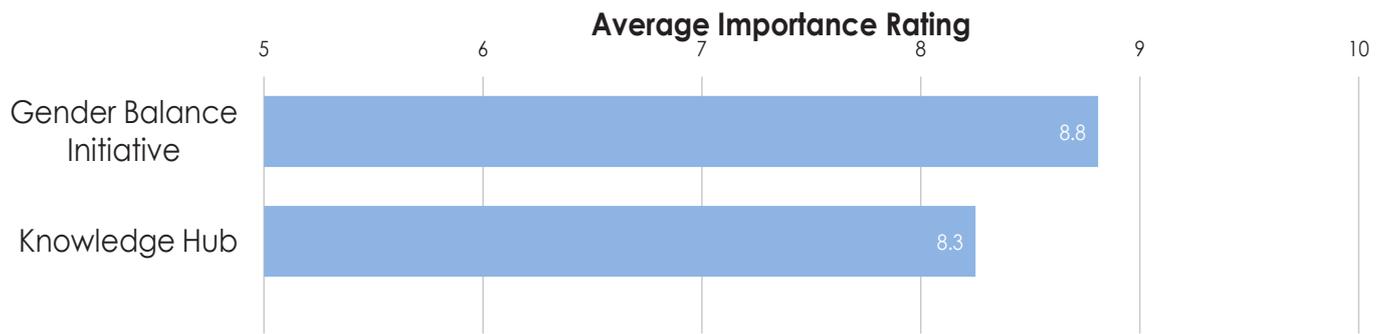
Priorities:

Of the priority areas set out below, four are a continuation or build upon those that were set out in our original Strategy 2017 paper. Two new priorities have emerged: “Strengthen our capacity to deliver” and “Grow recognition of the expertise within the Association”. These reflect the developing view of our membership and take into account the work that we have done over the last two years.

<p>Strengthen our capacity to deliver:</p> <p>Develop collaborative relationships with members and others for specific purposes consistent with the overall purpose of the Association to enable priorities to be delivered with maximum impact and the greatest reach.</p>	<p>Improving our reach:</p> <p>Improve the effectiveness with which more people in member organisations benefit from membership both in the UK and across the Globe.</p>	<p>Carefully targeted additions to our membership:</p> <p>Identify and recruit carefully targeted new members. Ensure that each new member contributes to the breadth and balance of the Association.</p>
<p>Grow recognition of the expertise within the Association:</p> <p>Reinforce our position as a natural port of call for key decision makers from any industry sector or government wanting to draw upon or develop major project expertise. Grow recognition that our membership covers a wide variety of disciplines and skills, including public and private sectors, academia and whole supply chain views.</p>	<p>Variety, impact and international relevance of our events:</p> <p>Ensure events are engaging and support the development of domestic and international major project initiation and delivery capability among members.</p>	<p>Commissioning studies, reports and research:</p> <p>Investigate whether there are any critical knowledge gaps that require the commissioning of studies, reports and research, which will be of value to our members to ensure that we are leveraging our current research programmes.</p>

Delivering future success:

We asked our members how important our strategic developments were to their companies:



(Source: 2015 Annual Member Satisfaction Survey)

We are moving forward with both of these and details can be found on our website: www.majorprojects.org
However, we are not resting on our laurels and recognise that there are still areas which require our attention.



We need to work harder to make you aware of changes we've made, especially around event topics offered



We know that we need to improve our communication with members, especially non main reps



We need to do more to make our members feel engaged with the Major Projects Association

(Source: 2015 Annual Member Satisfaction Survey)

The team delivering this strategy are:

Board:

Sir Tim Laurence, Chairman, Major Projects Association
Professor Denise Bower, Executive Director, Major Projects Association
Graham Dalton, Non-Executive Director, Major Projects Association
Dr Michèle Dix, Managing Director, Crossrail 2, Transport for London
Claire Gordon, Chair, Copper Consultancy
Kenna Kintrea, Assurance Director, Nuclear Decommissioning Authority
Simon Kirby, Chief Executive, HS2
Mike Robertson, Managing Director, Risk Solutions
Howard Shiplee CBE, Non-Executive Director, Major Projects Association
David Smith, Managing Director, Capital Dynamics Ltd
Simon Webb, Executive Director, The Nichols Group

Executive Team:

Professor Denise Bower, Executive Director
Manon Bradley, Development Director
Eleanor Burquest, Events and Management Information
Ruth Francis, Finance and Information Manager
Maggie Latham, Events Manager

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