INTRODUCTION
One of the very good routines associated with Council Meetings is that it focuses the mind and forces us to reflect and take stock on what the Institution has achieved and the future direction we are set on. Looking back over the last four months the pace and challenge has continued and one which I personally relish. We continue to press ahead with the Knowledge Portal (KP), developing membership, improving our busy events calendar and generally setting out our stall to serve the members, attract prospective members and benefit society.

Membership Carilyn Clements, our Membership Director, is bringing a new focus to our activities. These have been distilled into four main areas: 1. The “Free Full-Time Student Membership” is showing signs of take-up and there are two issues, one of developing symbiotic relationships with our universities and secondly on moving Students to corporate grades. 2. We are focussing on Corporate Grades – this is a long-term process and providing support and advice as members transfer, especially identifying benefits for becoming Fellows. 3. Affiliates bring significant benefits but they, along with students, tend to be more likely to become lapsed, we need to target recruitment and retention. 4. International membership represents a third of our numbers and this year we are reviewing our strategy. I also report that the Membership Department has moved to the 1st Floor of Delta House and is consolidated in an open plan office, there is an expectation of great things in 2013.

Knowledge Portal / Information Technology The KP is proving to be a significant and challenging area of development for us. While KP Ver1 has proved the concept and the demand, we always recognised that we need to keep it “simple”. We have well developed plans for KP Ver2 that is mainly one of content improvement but if I am blunt it is a tweak rather than a step-change. The way the Institution gathers, collates and reviews Knowledge in the wider sense, prior to dissemination, has been a demanding and complex issue for us compared to the previous rather prosaic and measured four-eight year cycle that is not fit for purpose in this digital age. We have now moved from the old PROD to the new Knowledge Management Committee (KMC), we are modifying the governance and are intent on increasing the tempo, speed and throughput while maintaining the quality; we are making progress.

In November the Board approved in-principle the start of a major Business process review and upgrade of our IT, this is a significant spend and risk for the Institution. If we are to remain a Premier Membership organisation then our web presence and processes need to be as good or better than our competitors and we probably have only a quarter of the budget to spend. We are due to replace the Content Management System (CMS) this year and this will also affect the KP – the delivery scoping exercise is due to be complete by June and the aim is to have this implemented, at least in major part, for the renewal process in November, this looks like an exciting white knuckle ride to me.

Events I am pleased to say that my email box is still receiving notes of appreciation for our Building Performance Awards, on the 5th – our high profile outward facing event. The quality and quantity of entries were significantly better than 2012 and all the sponsorship was sold earlier too. Very similar numbers to last year, at 750, sat down to dinner, many believe that considering the economic pressures that is a very good result. These events are a challenge as we are trying to attract sponsors and mainly corporates to buy and they tell us they want a good fun night with the “right people” and then balancing that with the serious message of “building performance” and the values of the Institution – we still have some way to go but I believe we are broadly on track. Following the combined CIBSE Conference and Exhibition at Olympia in October, UBM, our partner in this
event, gave us notice of termination earlier this year. While I believe the concept of a combined exhibition and conference has merit and we are clear that a high profile inward facing “National Conference” is not sufficiently attractive. We are on track to develop some options for the Board next month. Which leads me nicely to our CIBSE Annual Lecture, last November, I must also give credit to Alistair Buchanan, Chief Executive of Ofgem, whose talk on Energy Security, was simply breath-taking, a tour de force in every way.

Visits  In November our President Elect, George Adams, and I made the annual trip to Hong Kong Branch. We were made very welcome by our good friends in the Branch, HKIE and HK Poly U, the whole visit was very positive. This is always an important time as it allows the incoming President to see at first-hand our largest region of overseas members, it provides a different perspective and invariably demonstrates the high regard for CIBSE. Personally, I am always humbled by the warm, enthusiastic and generous hospitality from our members. It is always a good trip and I know George was especially encouraged.

In January a rather larger delegation goes to the ASHRAE Winter Meeting, this year in Dallas. For the second year CIBSE provided a Technical Seminar on Energy Benchmarks with David Fisk, David Arnold and Hywel Davies speaking while Tim Dwyer chaired the session. Again the atmosphere between ASHRAE and CIBSE is one of positive engagement, a relationship that has positively flourished under the watchful guidance of Richard Rooley, Graham Manly, Tim Dwyer and Hywel Davies, to mention a few. While ASHRAE is very different to CIBSE we do have very similar goals and we think both organisations can learn from each other. Yes we do compete in some areas but most believe that it is better to cooperate in partnership, while keeping the radar firmly on. The other significant advantage of these visits is it gives people time to talk and reflect away from the day job; which again I think is enormously positive.

Technical  I recommend that you read the Technical Department summary in more detail but the breadth, scope and proliferation, never mind the intrigue, would not be out of place in a John le Carré novel. Of course the difference is that a novel is meant to be entertaining while regulations have a very serious purpose. What we are all clear on is the very important role and the influence that our Technical Department exercises on behalf of the Industry. Meanwhile we continue to try and chart a course in the complex issues of BIM, Green Deal, possible Building Regulations and a host of other topical issues.

Professional Engineering Forum  I am pleased to report that the old “G15”, the “UK Engineering Professional Panel” the “Engineering Futures Group” and the top level part of “Education for Engineers” (E4E) has been remodelled into a “Professional Engineering Forum” which sets out to be a strategic thinker and catalyst for the engineering profession. The majority of its members come from the ranks of the Chief Executives of the PEIs with the Engineering Council, Engineering UK and the Royal Academy of Engineering also represented. We have an elected Vice-Chair, Nigel Finnes the Chief Exec of IET, who will do most of the work and the initial Chair is Dick Oliver, current Chairman of BAE Systems, who did so much with Doug Oughton on E4E. While some may say we are just reorganising the deck chairs, I believe that there is a real determination to address the strategic issues that face the broader profession with some alignment and credible voice while being inclusive. It has been a huge effort to make this progress and I hope to report that further positive strides have been made soon.

Staff  2012 marked a reshaping of the senior staff team with Carilyn Clements. I previously reported that our Head of Communications and Marketing left to join IStructE, as an interim appointment Pippa Palmer (late of Fulcrum and Mott Macdonald) covered the gap in exemplary style. Elaine Rafferty has now joined us from Network Rail and I am sure that our Communications and Marketing functions will be improving dramatically in 2013, I am very grateful to Pippa and we all wish Elaine every success.

Conclusion  I also need to alert Council to the “Operational Plan” which was endorsed by the January Board, with 15 strands of work, set against governance timelines with a Board member overseeing the process. This is a significant step forward as, hopefully, surprises are minimised, resources focussed and everyone is clear on our priorities and it is quite brief. I am pleased to say that membership continues to grow and although the financial report for 2102 is only in draft we appear to have exceeded budget and made a modest but significant surplus. I hope you will agree that we are on track, facing the challenges for the future. I do hope you will enjoy reading the rest of this report produced by the senior staff. As always we welcome questions and debate - after all it is your Institution.
MEMBERSHIP

As at the end of January 2013, CIBSE membership stood at 20,218

CIBSE Active Membership by Grade

There were over 2,500 new joiners during 2012 which is a great end to a very busy year.

Membership Department Staff

The Membership Department saw Olwen Williams retire at the end of 2012 and Sarah Walters joins us as the Membership and Accreditation Coordinator looking after accreditation of university courses as well as the CPD Directory and Training and Development Schemes. Natalie Cole also joins the team as Membership Assistant, filling a vacancy following the departure of a member of staff.

February Application Closing Date

We have just received an influx of applications following the February 2013 application closing date for corporate membership (MCIBSE, ACIBSE and LCIBSE). These are currently being processed and the total number of applications looks to be high again with a large number of transfers from existing member grades.

Student Membership

The membership team continues to promote full and part time student membership to those on accredited courses as well as non-accredited engineering courses. Over 1,100 full and part time students signed up during 2012 compared to 600 in 2011. A dedicated e-newsletter specifically for students will be launched in February looking to engage students more and provide more useful information.

Annual membership survey

CIBSE’s annual membership survey has been open for just over a month, during December and January, and saw over 2,200 members respond, resulting in a 14% response rate. Results will be analysed during February and circulated to regional committees as well as details published in the CIBSE Journal. We hope that the feedback from members will help steer the development of member benefits and provide a good insight in areas that members feel passionate about.

Membership Briefings and Conferences

The membership team continues to schedule membership briefings around the UK encouraging new
members to join and existing members to transfer and progress to corporate membership. The membership team will also be at the Eco Build Exhibition in March 2013 and have a drop in clinic for those wishing to discuss their application in more detail with interviewers.

**Accreditation**

CIBSE undertook a joint course accreditation with IGEM at Chongqing University, China, one of the largest universities in Chongqing. The BEng Building Environment and Services Engineering (Full time) is to be accredited as meeting the academic requirements for Incorporated Engineer registration and, in part, the academic requirements for Chartered Engineer registration for intake years 2012 to 2016 inclusive.

**Diversity Panel and WiBSE**

The Diversity panel met in December and continues to look at the spreading the diversity message within CIBSE. The official launch of the Diversity Panel is confirmed as 18 April 2013, this will be an evening reception with key speakers presenting.

WiBSE continues to be active on Linkedin and Twitter as well as increasing the number of members engaging with the group both male and female. A number of events for later in 2013 have been scheduled and a proposed launch event for WiBSE is scheduled to take place after the formal Diversity panel launch.

**Continuing Professional Development**

CIBSE continues to be involved in the Engineering Councils CPD review. The Engineering Council have issued a draft new CPD Policy and Code for Engineering Council registrants, for consultation. CIBSE’s current practice is very similar to what the draft code is proposing so if adopted few changes will be required for CIBSE members.

**Careers**

A guidance package in the form of a toolkit/handbook for Regional Careers and Education Champions to help them access what is available is being produced. The Careers Panel is looking at ways of improving communication channels both ways between itself and what individual Regions are doing, so that best practice can be shared.

**IT Strategy**

The IT strategy will present great opportunities for the membership department and the team have been reviewing business processes and developing ideas as to how to better the membership experience which will feed into the Content Management System development over the coming months.

**TECHNICAL & POLICY**

**Technical Team**

The Technical team contributes to a wide and varied range of activities, including managing the Institution’s interactions with the Departments of Energy and Climate Change, including the Energy Efficiency Deployment Office, Communities and Local Government and Business, Innovation and Skills, and with bodies such as the newly formed Education Funding Agency, OFGEM and various bodies associated with the delivery of the Green Deal. The team also contributes to activities of the Construction Industry Council, UK Green Building Council, British, European and International Standards, the Better Buildings Partnership, Zero Carbon Hub and NHBC.

The team also supports CIBSE Services work in Certification, in particular the Green Deal, but also in identifying appropriate new areas of activity. The technical team also works closely to support the
Knowledge team and the new Knowledge Management Committee. They also support the Technology Committee and the CIBSE BIM Steering Group.

Building Information Modelling
While Building Regulations and the Green Deal make headlines, it is increasingly clear that the BIM Implementation Strategy seeks to deliver fundamental reform of public sector procurement. This will have significant and far reaching impacts on the construction sector as a whole and the building services sector, the Institution, its members and their employers in particular. This is a major challenge for CIBSE, as well as being a significant opportunity.

The CIBSE BIM Steering Group provides a forum for all interested elements of the Institution and the services sector to consider the impact and implications of the BIM Strategy and the work of the Task Force on the Institution. A BIM webpage has been established, and the group is working to develop this into a valuable source of information and signposting to the members on matters relating to BIM.

Building Regulations 2012 Consultation
Building Regulations and Part L are scheduled to be further revised in 2013. Proposed changes to coincide with the launch of the Green Deal have not materialised. As predicted in October in this report, there has been a further hiatus in the announcement of the government’s plans for the 2013 changes to Building Regulations.

It seems even more likely that the house-builders will gain a halt to any proposed tightening of Part L for 2013, leaving delivery of “zero carbon homes” from 2016 unachievable. It is clear that the Coalition is only concerned with cost burdens on industry in setting the course of energy regulations for buildings for the next few years. It is anticipated that any changes to Part L will focus on the non-domestic stock.

The Energy Performance of Buildings Directive and UK implementation continues to be an area of significant challenge. These were published in December 2012 and reviewed in CIBSE Journal in the February Legal column.

There is widespread informed concern that the only changes to Building Regulations in 2013 will be major deregulation, with Part L the prime target, viewed as a barrier to growth, an unnecessary cost burden on industry and an indulgence of the previous administration.

Green Deal
Government’s flagship policy for improving the energy efficiency of the UK building stock was launched in October 2012, with little fanfare. Further elements of the scheme were launched with more publicity in January. In practice this is probably the best outcome, as it enables the infrastructure, funding and knowledge to grow slowly, rather than having a “big bang” launch, as happened with such disastrous consequences with energy certification.

Whilst there are significant reservations about its detailed delivery, it remains a significant opportunity for CIBSE in the non-domestic sector, although it is still difficult to fully assess how this will operate in practice in the market. Whilst the initial political focus is on the domestic Green Deal, and CIBSE is primarily interested in non-domestic, we anticipate that CIBSE will increasingly be drawn into providing guidance on technical questions relating to the building physics of refurbishment. After some protracted discussion with DECC, up to Ministerial level, we are at an advanced stage of assessing our first non-domestic Green Deal Advice Body.

TECHNICAL NETWORKS
The Technical Networks Team manages the Societies, Specialist Interest Groups and the Young Engineers Network. CIBSE operates a number of different professional networks. There are four formal Divisions of CIBSE, the Societies of Light and Lighting, Public Health Engineers and Façade Engineering, and the Institute of Local Exhaust Ventilation Engineers. Members of Divisions are all CIBSE Members, paying a modest supplementary subscription.
There are also 16 Specialist Interest Groups, covering a range of topics from daylighting and lifts to controls and electrical services. Participation in these is open to all, members or not, with an interest in the topic. A proposal for a new Group on Chimneys and Flues is currently being considered.

Highlights for each of the Divisions and for the Groups as a whole are described below.

The Society of Light and Lighting
- The 2012-13 Masterclass series, “Beyond the Code”, launched at the Building Centre, London, on Friday 8th October, and there have now been several regional editions. Following a review of attendance at previous Masterclasses, there is a renewed focus on membership recruitment at this year’s events.
- Membership stood at 1842 on 1 July 2012, and is now at 2084, a gain of 13% in just 7 months. This has been achieved through enhanced membership promotion at the Masterclasses, at Lux Live and through promotion of membership through the CIBSE Daylight Group.
- The Society’s flagship competition, Ready Steady Light, is being held in March;
- The SLL Guide to Obtrusive Light (light pollution) has been published and received reviews from outside the normal circles of lighting press.
- The Society’s prestigious Young Lighter of the Year final took place at Lux Live in November, and the Society took a stand there for the second year;
- Following Julie Kane’s been appointment as full time SLL Co-ordinator we are currently recruiting a part time SLL Secretary. This gives the Society full time dedicated staff support for the first time in many years.

The Society of Public Health Engineers
- Current membership of 182 (173 in February 2012) with 42 Industrial Associates (companies) supporting its work, representing a growth of two Associates since October;
- Holds regular technical meetings in London, the North West, Scotland and the South West;
- Currently helping to revise CIBSE Guide G: Public Health Engineering;
- The 2012 SoPHE Young Engineers Award was presented at the SoPHE Annual Dinner in London on 8th November. Winners James Davies, William Musgrove, and Philippa Garnett, from Buro Happold will be travelling to Malawi’s capital, Lilongwe, with the “WaterAid Malawi Programme”.

The Society of Façade Engineering
- Has 263 members (232 in February 2012), with over a third of the members based outside the UK;
- Holds regular technical events in London and has started to hold events in the Gulf;
- Provides speakers at UK and overseas events to promote the Society.

Institute of Local Exhaust Ventilation Engineers
- ILEVE development is progressing, with membership now standing at 145, members (116 in February 2012);
- The grandfather grading process has been finalised by the ILEVE Membership Panel and the first ILEVE grades have recently been awarded;
- A programme of technical events has been established.

Special Interest Groups
- Have approximately 137,000 separate Group memberships - up 16% over the last year. This figure represents a total of 33,000 unique individuals across all Groups;
- 21,000 of these individual Group participants are not in CIBSE membership - 64% of the total number of Group members;
- 10,000 CIBSE members do not belong to any Special Interest Group;
- The Groups with the largest followings are ASHRAE (12816), CHP-DH (13736), Daylight (10477), Electrical Services (12564) and Energy Performance (14168). Across these five Groups alone there are 18,000 non-CIBSE members;
- Approximately one third of all Group participants are non-UK based.
Young Engineers’ Network
The Young Engineers Network provides a means for newer entrants to building services and those working in the area of building services to meet and network. YEN is organised into regional centres, supported by the regional committee, with a national network of centre chairs to co-ordinate, share best practice and exchange ideas between the different regional centres.

• The Young Engineers’ Network (YEN) has now grown to approximately 3000 members, up 20% on this time last year;
• There are now 11 active YEN Centres across the UK and internationally, with interest in the creation of new centres in South Wales, Southern Region, Northern Ireland and ROI;
• 36% of YEN members are outside UK, with Hong Kong and China having the most overseas members.

The CIBSE Technical Symposium 2013
We are currently planning the third Technical Symposium for 11-12 April 2013, to be held at the Art and Design Academy of Liverpool John Moores University. The refereeing process is progressing well. A draft programme is now available online and booking is open.

Certification
The team continues to provide regular technical support to CIBSE Certification, representing CIBSE on the Ministerial Forum which advises Greg Barker on maximising uptake of the green Deal and participating in discussions with both DCLG and DECC in relation to the Energy Performance of Buildings regime and the Green Deal.

Publications and Research
The team contributes to various R&D projects, managing support for KMC activity from the Research Fund and also from the Richard Tully Fund, established by late Past President Richard Tully to support the development of professional guidance by the Institution. We have also negotiated access to updated weather data from the Met Office. We discussing with the Health and Safety Executive closer links between HSE and CIBSE guidance.

Communications and Marketing
The team supports the marketing and communications team on media work, public affairs issues, press releases, and the CIBSE Journal, providing articles for the Journal and for other publications which aim to raise CIBSE’s profile and demonstrate our technical expertise.

University Liaison
We work with a number of research active universities, especially in areas of energy performance and building services related research. Since several do not currently run CIBSE accredited courses, this offers a means to extend our membership and our network for developing new knowledge.

REHVA
CIBSE continues to participate in REHVA, both through the main activities organised by the REHVA secretariat in Brussels, and through a smaller co-operation group. Over the summer CIBSE contributed to a small REHVA Group which provided input to the Commission on the definition of “nearly Zero Energy Buildings”. Donald Leeper made a presentation to officials of DG Energy in Brussels on 18th October on the subject of Display Energy Certificates, providing an opportunity to present CIBSE’s expertise and knowledge at a high level within the Commission. We are currently reviewing how CIBSE can best engage with Europe through REHVA and other avenues.

CIBSE SERVICES REPORT

CIBSE Certification
The two key areas of activity for certification in 2013 are the re-cast of the Energy Performance of Buildings Directive and the implementation of the Green Deal.
**EPBD re-cast**

The implementation of the Energy Performance of Buildings Regulations 2012 in England and Wales has seen the publication of new DCLG guidance for DECs EPCs and Air Conditioning Inspections. These include reducing the area threshold for the DEC requirement, the re-assertion of the limitations on Level 3 EPC assessors, (limiting them to simple buildings), and an apparent widening of the scope of air conditioning inspections to certain process related activities.

These changes are all positive in terms of driving up business activity.

Also as a result of the re-cast, the EPBD requirements in Scotland have been formalised and are now similar to those in England, Wales and Northern Ireland. This includes the requirement to lodge certificates on a national register. This will also have a positive effect on business activity.

**Green Deal**

CIBSE Certification registered their first Green Deal Advice Organisation on 1st February, and that company is putting two potential Green Deal Advisors through our APEL process at the moment.

A successful outcome here will lead to a major push to get companies and individuals certified to take part in the Green Deal.

**RICS**

Following the closure of the RICS Certification Scheme at the end of November, we have welcomed 10 of their Members to our fold. We are still receiving enquiries as former RICS assessors receive commissions and find the need to commit to a new Scheme.

**Training and Events**

**Mid-Career College**

Results for 2012 were strong for both public course and in house sales. Staff have worked very hard to build on the continuing success of the course programme. Early financial results show budgets were exceeded for the year and continued effort sees a positive start to 2013. We are hopeful that 2013 will be another good year for the college.

**Conference programme**

It is becoming increasingly difficult to engage delegates in our conference programme, looking to 2013 we have an event planned on Mixed Use Developments in March. Should this prove a success we will look to other key topics for early summer.

**Online learning**

2012 was a positive year and we still have a steady set of customers (still mainly from our early adopters but a few individual sales). The Commissioning and Testing unit should be on line by the end of February. A meeting of the early adopter companies is arranged for April.

**Professional Learning**

We are continuing to provide certification training however this has slowed somewhat and 2012 was a quieter year than we had planned. Air conditioning inspector and display energy certificate training were particularly poorly attended. We have Green Deal training ready to launch for 2013 once Certification are in a position to accredit people in this area. In addition we are running some events on the renewable heat incentive and developing training for BIM and hope to also offer further LEED training for 2013.
Journal

The Journal has had a very encouraging start to the year, with the January edition exceeding advertising targets.

The January edition also saw the first Careers Guide published – this ran as a bound-in special section with the Journal, but also had an additional print run as a stand-alone supplement which was mailed to 5000 addresses – this included universities, sixth-form colleges, FE colleges and careers advisors. This was the first time the Journal has produced a guide of this type and we have already received positive feedback on it. We hope that we shall have increased interest in forthcoming years to produce and build on this first successful supplement.

The Journal will also be producing a special Building Performance Awards supplement to be distributed with the March edition, which will provide a further boost for the profile of the awards. The supplement will also be available at the EcoBuild stand where the awards will be showcased.

Four additional supplements are planned for 2013, these include a Schools supplement (April), BIM supplement (June), Hotel and Leisure supplement (October) and Lighting supplement (December). And we hope to hold at least one Roundtable this year, along with further Webinars.

CIBSE Building Performance Awards 2013

At the time of writing, the CIBSE 2013 Building Performance Awards have just taken place on Tuesday 5th February 2013 at the Grosvenor House Hotel.

A very successful evening was had and a worthy list of award winners emerged.

Now the cycle begins again to plan for 2014

Publications

2012 saw a marked improvement in numbers of new titles coming to market compared to 2011. Any positive impact on sales publications revenues has been small set against difficult market conditions and impact of the KP itself. This report includes the latest statistics on usage of the Knowledge Portal and on publications sales (both hard copy and electronic).

The number of projects coming to fruition plus extra effort on the management of other projects has led to a build-up of completed drafts resulting from the bottleneck of the production process. At the turn of the year 2012/13, 7 completed documents were at various stages of production. Contractor resources of trained, tried and tested quality are now available to supplement in-house resources.

The creation of the Knowledge Management Committee, superseding PROD, will bring improvements to the Knowledge creation process as it gets up to speed, supporting by its various Sub-committees.

Publishing Activity

We released 10 new titles in 2012 compared to 3 in 2011.

- Guide F Energy efficiency in buildings
- TM44 Inspection of air conditioning systems
- Introduction to Energy Efficiency - Companion to Guide F
- SLL Code for lighting
- KS18 Data centres
- KS19 Humidification
- KS20 Practical Psychrometry
- LG1 Industrial lighting (for SLL)
- Guide to limiting obtrusive light (SLL)
- Technical Briefing: BIM (published as part of the CIBSE BIM website).

In addition, we have a further 7 publications within the production process in the Publications Department – to be published in 2013.
- TM51 Ground source heat pumps
- AM12 Small scale CHP in buildings
- TM13 Legionella
- TM49 Summertime design guidance for London
- TM Refurbishment
- TM52 Overheating
- Guide G Public health engineering (pre-review).

We expect to be able to publish at least 12 new titles in 2013 – those above and including new editions of Guides A: Environmental design, B: Heating, ventilation, air conditioning and refrigeration, and Guide M. Prospective titles already with CIBSE plus those scheduled for completion in 2013 and including 3 SLL titles, significantly exceed this number. The prioritization of projects is now being considered by the Knowledge Management Committee to assist and inform the Publications team. Updating content by amendment may be a useful stop-gap where appropriate.

The titles following those above are:
- TM Evaluating the energy performance of buildings at the design stage
- TM Integrated school design
- Guide M Maintenance
- AM Biomass (with Carbon Trust)
- Extreme environments: Arid climates (updating TM04)
- Guide on green roofs
- TM22 Energy assessment and reporting methodology.

**Key projects**

Guides A: Environmental Design and Guide B: HVACR Systems. Guides A and B are both currently under revision and making good progress with close working between the two committees through the Core Chairs, Roger Hitchin (Guide B) and Derrick Braham (Guide A). Negotiations with the Met Office (led by Anastasia Mylona) over cost of and access to weather data eventually concluded and agreed by KMC. The Chapters are currently at various stages of completion.

The project to revise TM13 ‘Minimising the risk of Legionnaires' disease’ is nearing publication, with work being completed on proofs. This presents joint marketing opportunities with ASHRAE whose new standard on Legionella is also nearing completion.

**TM ‘Evaluating the energy performance of buildings at the design stage’,** to help engineers to communicate to clients on the issues around ‘predicting’ energy use. This document could be used as a basis for discussions with clients and give broad guidance on how to develop more realistic energy models for buildings.

New software for TM22, ‘Energy assessment and reporting methodology’ is under trial and will lead to a new revision of the TM later in 2013.

**Finance**

Publications sales remain at a low level, down 40% on 2011, pre-KP, figures. However, overall Publications still show a positive contribution of just over £70k. One feature introduced with the launch of the KP, the ability of users to buy pdf publications, has started to show benefits with nearly £22k of revenue being generated this way, and is growing steadily.
Marketing and Publicity
Close working with communications and Marketing has brought improved efficiencies to the publication process and better integration into communication outputs including the CIBSE Journal. Utilising social media will also bring additional benefits - both to and from our membership.

Other issues
The move to “print on demand” (as batch printing) for all new titles has reduced initial costs and investment in excessive stock, whilst maintaining quality of output.

The staff exchange with ASHRAE was very successful on all levels. Positive outcomes include enhanced partner-shipping and interoperability; shared knowledge; identification of shared marketing (e.g. legionella projects); new co-publication opportunities e.g. Tall buildings; contracts with new third party contractors etc.

KP Activity
The Knowledge Portal (KP) was soft launched in November 2011, and fully introduced in January 2012 with access tied to the payment of 2102 subscriptions.

As an indicator of usage, overall visits to the KP total 120,000, growing steadily month on month with a big jump in March (when the bookshop was fully switched off) but with year-end monthly figures for October and November both best ever (followed by the usual quieter December due to holidays). Visits have come from 164 countries worldwide (35% of visits come from overseas).

As an indicator of success with CIBSE members, downloads of documents from the KP, totaling 85,000 by 5,700 members, have also been growing steadily - even the “quiet” December month saw the second highest yet number (7,337). Viewings of documents on-line remain much lower than downloads but are also growing. Although usage numbers are impressive, one area of interest is that still “only” just about 40% of CIBSE members have registered to use the service. We are seeking to improve this penetration eg through communication although initiatives or incentives are being investigated eg discount on buying BS’s through the KP.

Criticisms of the service have been very low in number, and dwindling to almost nil. Main issues revolve around access and passwords.

Top documents downloaded are: Guide F: Energy Efficiency in Buildings (3,636); Guide A (3,290); Guide B (3,232); then Guides C, M, G, K D and H before TM44 on 1,647.

Development
To maintain impetus of the KP and enhance its attraction to existing and potential users, a development strategy for the Knowledge Portal was established as a basis for the next 3 years – to improve the service, wider content and engage more fully with users. The initial plan for a version 1.1 in early 2013 has been disrupted by issues with the contractors (and their concentration on other CIBSE projects). A dependency on the IT strategy and new CMS project will clarify what is possible for KP1.1 and what will wait for later development stages. However version 1.1 will predominantly be reliant on the addition of new content:

- CIBSE content – technical symposium papers, articles from CIBSE Journal (eg CPD), possibility of inclusion of BER&T, LR&T
- Non CIBSE content – from other publishers’ documents freely available to CIBSE members, eg FETA, HVCA, British Refrigeration Association, the British Flue & Chimney Manufacturers Association, and selected BSRIA titles etc

In addition, we hope to add the capability of selling other publishers pdfs with commercial benefits and strengthened relationship with partners (NB some publishers currently do not offer this).
MARKETING AND COMMUNICATIONS

A review of the marketing and communication strategic framework is underway and will be presented to the Board in March 2013 which will include a three year communications plan, a focused approach to the market and CRM to improve the user experience. The Board sponsor is Professor Tadj Oreszczyn and the document will submitted by the new Head of Marketing and Communications, Elaine Rafferty, with support from the Communications Committee. The events agenda will be reviewed so that everything that CIBSE does links back to the core theme of improving building performance through engineering excellence.

Phase one of the IT improvement programme has started, which will be resource intense but hold the most promise for improving the user experience at key touch-points throughout the organisation. It is critical that communications and user engagement focuses on the benefits to the end user, rather than IT benefits, to ensure that the CMS and CRM is successfully embedded within the culture of the organisation. All CIBSE content needs to be supplied in text format, and not pdf, to improve CIBSE’s performance in the delivery of knowledge and web SEO and organic search engines. Additional resource has been identified to support this activity to mitigate the risk to CIBSE.

The CIBSE Journal

The Journal has had a very encouraging start to the year, with the first edition exceeding advertising targets.

The January edition also saw the first Careers Guide published – this ran as a bound-in special section with the Journal, but also had an additional print run as a stand-alone supplement which was mailed to 5000 addresses – this included universities, sixth-form colleges, FE colleges and careers advisors. This was the first time the Journal has produced a guide of this type and we hope that we’ll have increased interest in forthcoming years to produce and build on this first successful supplement.

The Journal will also be producing a special Building Performance Awards supplement to be distributed with the March edition, which will provide a further boost for the profile of the awards. The supplement will also be available at the EcoBuild stand where the awards will be showcased.

Four additional supplements are planned for 2013, these include a Schools supplement (April), BIM supplement (June), Hotel and Leisure supplement (October) and Lighting supplement (December). And we hope to hold at least one Roundtable this year, along with further Webinars.

Advertising for the journal is £6k ahead of budget and £17.5k ahead of last year’s advertising sales.

Events and Exhibitions:

CIBSE Building Performance Awards

The Building Performance Awards 2013 were held at London’s Grosvenor House Hotel on Tuesday the 5th February 2013 and feedback to date has largely been positive. The categories and criteria were reviewed in 2012 as we strive to improve on performance year on year. Sponsorship was ahead of target however table sales remained fairly consistent as the economic client continues to bite, companies that normally buy whole tables were buying a few seats.

The entry deadline for Building Performance 2014 is the 5 October 2013 with judging taking place on 14 November 2013 and a shortlist announced on 15 November 2013. Some sponsorship for 2014 has already been confirmed and some entries have already been received, which is encouraging at this early stage.

Confirmed sponsors for 2014:

- Amtech - New Build Project of the Year (value above £5 million)
- Fläkt Woods - New Build Project of the Year (value up to £5 million)
• Gratte Brothers - Building Operation Award
• Lochinvar - Client Energy Management Award
• Imtech - Client of the Year
• Baxi Commercial Division - Building Services Consultancy of the Year
• Elta Fans - Contractor of the Year
• Spirotech - Energy-using Product Award
• Vaillant - Training for Building Performance Award

Ecobuild

Ecobuild Exhibition, the world's largest event for sustainable design, construction and the built environment, will be held at the ExCel, London on 5-7 March 2013. The CIBSE stand (site N1130) is 72 square metres, the biggest ever, and we will be holding a membership clinic for both members and non-members wanting advice on how to maximise the value of their membership. Individuals can book a 20 minute slot between 10:20 - 16:00 by visiting www.cibse.org/membershipclinic

Winners of the Building Performance Awards - Whitbread, Buro Happold, Architype and Land Securities - will be presenting their project case studies on the 5th and 6th March and the Winners’ Brochure will be available at the event.

Diversity Panel

The launch will be held on the evening of Thursday 18th April at The Building Centre Store Street, London W1 and will be chaired by CIBSE Past President Andy Ford FCIBSE. Guest will include Chi Onwurah MP (Shadow Minister for Innovation and Science) and Lorraine Martins (Director of Diversity and Inclusion at Network Rail and previously responsible for equality and diversity at the Olympic Delivery Authority). WiBSE is provisionally scheduled to launch in May at the Building Centre and further details will be posted on the CIBSE website in due course.

Young Engineers Award

We have negotiated the contract with IMechE for venue and catering for the October 2013 event. Production has begun of updated versions of the Award entry forms.

National Conference

The currently being reviewed with the objective of plans being put in place for 2014.

Public Relations

In the last quarter CIBSE’s profile has been raised significantly, and relationships with key publications (notably Building and Building Design) strengthened. Press releases have been issued across a wide range of topics (ranging from Building Performance Awards to the Electricity Demand Consultation to the certification of Green Deal organisations) and generated a great deal of coverage. Articles by David Fisk, Andrew Geens and Hywel Davies, amongst others, have been published in a selection of trade magazines including Modern Building Services and BSEE.

Notably, CIBSE aligned itself with Building Magazine’s Green for Growth Campaign and co-signed UKGBC’s open letter to George Osborne, both leading to high quality press coverage in January and February – including the publication of a letter from Stephen Matthews in Building and a mention in the Guardian. CIBSE has also been mentioned in the Independent twice and we are working to develop contacts at the Daily Telegraph and Financial Times.

Other highlights:
• In October CIBSE contributed to a Sustainable Cities supplement in the Sunday Telegraph, outlining
the importance of building performance to reducing energy demand in light of issues of energy supply and security

- In December Andy Ford (credited as CIBSE Immediate Past President) appeared on Sky News to discuss the government’s role in kick-starting the construction industry.
- Press Releases in February covering the Building Performance Awards were coordinated with British Land, winner of the Carbon Champion Award, to ensure unified coverage and further promote the Green for Growth agenda.

A three year communication strategy will be presented to the Board which outlines proposed targeting and messaging, building on the systems and processes already in place.

**Social Media**

Social media has become an integral part of the way in which CIBSE communicates with its members. Our lively and active LinkedIn discussion group now has over 8,000 members, with an average of 100 new members joining each month. Twitter (@CIBSE) has become an important communication channel, allowing communication and dialogue with over 7,000 followers. The feed has been used to promote CIBSE activity training events, CIBSE Journal articles, new publications, awards etc. as well as signposting followers to interesting and relevant industry developments. Our Klout score, a measure of online influence, remains steady at 54, putting us on a par with or ahead of other PEIs.

The Building Performance Awards generated a large amount of online chatter, and has highlighted ways that social media could be used in future to promote similar events – notably engaging with companies and individuals to create discussion which generates a great deal of publicity. We will be working with both Redactive and ThinkTank to use social media to develop this in preparation for our presence at Ecobuild.

CIBSE President David Fisk has written regular blog posts since his inauguration as President in May 2012, offering an insight to his official role as well as a personal perspective on key topics of the day. The blog has developed a popular following (5,500 views) and it is hoped that this will grow in 2013, and also be expanded to include posts from other members of the CIBSE management team and commentators from across the industry.

Particular groups, regions and societies have also developed a strong online presence – notably YEN, WiBSE and the Young Energy Performance Group – using Twitter, LinkedIn and Facebook to promote their events and activities as well as allowing communication between members. A new Twitter account has been created to promote the CIBSE Journal and the CHP Group are currently planning to set up a Twitter/LinkedIn presence.

**CIBSE Website**

The regions and societies microsites are now complete (with exception of Australia and New Zealand) and groups are being worked on as a when requested. The objective is to deliver consistent branding to all CIBSE related sites. A microsite for the CIBSE Benevolent Fund and CHP Group was created in December 2012.

With the commencement of the CMS improvement programme there will no major web development in 2013 as the focus needs to be about improving the member and stakeholder user experience through relevant and dynamic content.
Commercial Marketing

Marketing Services continue to support membership, certification, training & events, publication and the technical departments.

Membership:
Recent activities included planning recruitment campaigns, continued support on developing messages for the annual subscription project and lapsed member campaigns.

Research activities included the annual membership survey, which receive a 14% response rate, and lapsed member surveys which provided insight in to key areas to focus resources on.

In 2013 further improvements will be made in the application forms and factsheets as well as improving the targeting of regular communications to new members and encouraging conversion of members through the grades.

Certification:
There is PR planned around Green Deal certification and marketing collateral is being produced.

The certification renewal process is being reviewed to increase engagement and new membership cards will be produced alongside a new brochure.

Training and Events:
Midcareer courses continue to be pushed out into the market and external data has been identified to reach new audiences.

CIBSE has been awarded the DECC contract to deliver regional introduction training courses in energy efficiency and measuring and monitoring energy use in buildings, which targets inexpeness energy managers. There are two free courses in six regions and demand is high as most courses are fully booked and the campaign launched on 6th February 2013 (3 days), which would suggest that there is more scope for energy training at this level.

Publications:
There are four new publications due in Q1 2013; TM13 Legionella, TM49 summertime design guidance for London, TM52 overheating and TM refurbishment, which will be promoted through the usual channels. Recent publications AM12: Combined Heat & Power for Buildings and TM51: Ground Source Heat Pumps have also received marketing support.

The launch of Guide A has been moved to the first quarter of 2014 to support the new CMS and Knowledge delivery in order for there to be a soft launch of the new website through members and stakeholder noticing an improved user experience.

Groups:
Development of print collateral and roll-up banners has commenced to support the Institute of Local Exhaust Ventilation Engineers (ILEVE) at upcoming events throughout the year.

The CHP Group (chaired by Phil Jones) have anticipated the release of the AM12: Combined Heat & Power for Buildings and have organised a launch event for the publication to due to take place at the AECOM offices, in London on the 4th March 2013. A promotional campaign will offer attendees 10% discount on the publication and waving the membership registration fee of £15.
SUPPORT SERVICES

IT systems
Following the IT Strategy Review, the Board has approved budgetary provision for a major, three year project to overhaul the Institution’s IT systems. The 2013 phase of work is now underway and will involve the development and implementation of a new Content Management System; the objective is to replace the current CIBSE Website and deliver a new platform for the Knowledge Portal by the end of the year. Looking further ahead, it is anticipated that the current Integra CRM system will be replaced and new hosting arrangements established to rationalise all the Institution’s online systems. The overall objective is to deliver a first class, integrated online service to members and other customers, and to prepare the Institution to meet future demands.

Conflict of Interest Guidance
The Board has approved updated guidance on conflicts of interest, which will apply to CIBSE Board members, and to those who serve on committees or represent the Institution externally.

FINANCE DEPARTMENT

The Finance team are in the process of finalising the yearend accounts for 2012. It is expected that the combined operational contribution will exceed budget and produce a positive contribution. At the time of writing, the auditors have commenced their visit.

Management accounts continue to be issued on a monthly basis for both CIBSE and CIBSE Services.