INTRODUCTION

The CIBSE year of 2012 has acceleration in recent months with a whole spectrum of activity and diverse challenges. While for 2012, the UK Construction Industry continues to face one of the longest and now a “double dip” recession. The Industry is complex and fragmented so simple generalisations are not helpful or accurate, but what is clear is that all clients, whether public or private, are driving hard to cut acquisition costs and short-term survival is the key driving concern. The UK Government desire to cut costs, reduce red-tape and generally drive up added-value, may be entirely laudable and understandable but the whole complex relationships that design, build, operate and acquire or refurbish buildings are subject to huge bow-wave of regulation and complex directives which make successful business planner a real challenge. So I echo David Fisk’s plea to return to “normal” engineering. For CIBSE to be able to give clear, precise and accurate technical guidance in this fog of change remains absolutely critical.

There are two significant issues running currently within the staff. Firstly Membership in the round and especially our new “Free Full-Time Student Membership” scheme which has been approved by the Board and Secondly the new “Knowledge Management Committee” (KMC) which will take on responsibility for the research, development and production of knowledge in its widest form.

With the arrival of our new Director of Membership, Carilyn Clements, this has given us an opportunity to review and identify where CIBSE should put its priorities for Membership Development. The reality is that the recruiting ground for new Members is large and sometimes quite shallow. Carilyn’s Strategic Paper went to the Board last month and I am pleased to report that this was agreed. Arguably, the biggest step is the agreement to offer Full Time Students, on appropriate related courses, Free Membership and access to the Knowledge Portal. The Republic of Ireland and Hong Kong Branch have subsidised Student Membership Fees for some time and, naturally, there is a concern about how large the retention rate will be but the Board is clear that we should adopt this approach as a trial and access results. There has also been a debate about the balance of Affiliate and Corporate Membership; In essence we have seen significant growth in Affiliate grades in the last 10 years and marginal growth in the corporate grades. While all membership growth is welcome the long-term and core corporate membership is a 10-15 year process moving from Student to Fellow we hope. This has given us fresh impetus to look at our relationship with Universities and employers. This is not an instant results campaign but one of long-term strategy; I believe we have made the right first steps.

The KMC and the Knowledge Portal are closely inter-twined, the KP being the effective dissemination platform for our Knowledge. Internal Change Management at the interface between the volunteers and staff is never easy. Overlaid is the complexity of the print/digital information battle, plus our revenue from our Publication Sales has made a significant contribution to the funding of continuing the knowledge flow. These issues are again complex and key if we are to provide members with credible and high value knowledge. The Board will review this topic again next month but I feel very optimistic that we have made great strides, setting out the process of Knowledge development and dissemination. I am sure that the KMC will be a great success, developing from PROD which has served CIBSE so well for many years – I take this opportunity to thank all that have been involved in PROD and those who are already involved in the KMC.
In much the same vein, CIBSE continues to be heavily involved in the Green Deal initiative and Building Information Modelling (BIM). In some ways both the Green Deal and BIM are quite similar. The level and depth of understanding is extremely variable – many believe that they offer a unique and excellent opportunity for good and others are quite dismissive and wonder if they will have any impact on their professional working lives. What is absolutely correct is that the level of detail, complexity and speed of change makes it almost impossible for even the informed to keep up to date and be able to assess the opportunities and risks effectively. Both these subjects are ones that CIBSE is at the forefront of, not only providing advice and consultation but also trying to be an effective influence to try and ensure at the very least, that the engineering principles are not ignored. Personally I am always surprised at the lack of historical records on the design and performance of buildings, without a reliable database predicting improvement and identifying engineering benchmarks is a little challenging. So therefore I am pleased that we now have access to the LandMark database which will give us DEC data – although we have some work to do to be able to sensibly interrogate this database this is a very positive step forward.

We continue with the work within CIBSE on Building Engineering Futures and shape our thinking for the profession. It seems to me that it is essential for the Engineer Institutions to look forward to the needs and challenges of tomorrow. While is some quarters there is some gloom on the declining membership role and the status of engineers, it seems to me that engineering is in the very forefront of Society as we face a large number of technical and social challenges. No more so than CIBSE as we stand at the cross-roads of engineering, construction and the built environment. What an exciting place it is. Which leads me nicely to plug our CIBSE Annual Lecture, at the Wellcome Trust on the 7th November at 6.00pm where Alistair Buchannan, Chief Executive of Ofgem, is talking about Energy Security. Just book on-line through the web-site but be quick it is filling up fast.

Looking ahead the Building Performance Awards on the 5th February are coming up fast so if you want to enter one of the categories, and/or have a good night at the Grosvenor House Hotel, I recommend that you get your booking in early. We are really trying to develop the Awards as THE event to show the client base how the Industry can perform and what excellence does look like. We can’t do that without your support.

As I write the Building Services - The CIBSE Conference & Exhibition is about to start on the 10th and 11th October 2012 at Olympia. This is another first for CIBSE and very much a trial to see if combining our Conference and Exhibition works. I am aware that the Conference is expensive but if we are to aim to be a premier body then we have to operate at that level. At the same time we will hold our Technical Symposium in Liverpool next year, 11-12 April where we have driven the cost of attendance right down so that everyone who wishes to attend can.

Staff - The new CIBSE Journal Editor, Alex Smith, is now in post. Alex has lots of sector experience and comes from Building Magazine. Our Head of Communications and Marketing, Tina Cardy, resigned last month to become Director of Communications for the IStructE and we currently have an Interim with us, Pippa Palmer, while we recruit a new Head of Comms and Marketing – Pippa worked with Fulcrum and latterly Mott MacDonald. We wish them every good fortune in their new roles.

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, 4th October, 2012 CIBSE membership stands at 19,226.

The total number of brand new members as at 30th September 2012 is 1560 compared to 933 at the end of September 2011. This puts CIBSE in a good position to have a positive net growth figure at the end of 2012. The number of lapsed and resigned members are however on a par with 2011. An exit survey has been sent to all lapsed members to understand their reason for lapsing. The largest number of lapses were in the Affiliate and Student grade.

The August closing date deadline saw another increase in applications with a total of 152 applications, which comprised of 105 members transferring to ACIBSE or MCIBSE and 47 brand new applications for ACIBSE and MCIBSE.

Membership Development Strategy

In order to bring a clear focus to the membership department 3 strategic areas have been selected in which to focus on over the coming 12 months:
1. Recruitment – which will include Student and Affiliate recruitment
2. Retention – Retention of Affiliates which are accounts for the highest number of lapses
3. Reporting & insight – improved reporting statistics and insight as to who CIBSE members are.

Further research and work will be carried out in order that the team can develop an effective strategy for recruitment of ACIBSE, MCIBSE and LCIBSE in particular the recruitment via companies. Similarly further research and analysis must be carried out in order to further define the international strategic direction.

Free Student Membership

With the approval of free student membership, for full time students, at the July Board Meeting the membership and marketing team have been working on updating all website information and collateral in order that a campaign can take place at the start of the new term. A campaign to all current CIBSE accredited university courses as well as those who are not accredited but have building services or engineering courses. Work will continue over the coming months working with the universities to promote the student membership further.
Diversity Panel

The Board has recently established a Panel to ‘advise and support the Institution on all elements of diversity’, recognising that some groups are under represented in our membership and in the profession as a whole. Immediate Past President Andy Ford FCIBSE is the Panel's Chair, and the Board are currently seeking volunteers and are encouraging CIBSE members to join the panel in the first instance.

CIBSE is now also involved in the Diversity Concordat, a new working party which is supported by The Royal Academy of Engineering in their role as lead of the Diversity in Engineering Programme, funded through the Department of Business, Innovation and Skills.

The concordat has 4 objectives:

1. To communicate commitment to equal opportunities and diversity principles and practice.
2. To collect data and share annually with the profession
3. To review, benchmark and report data annually
4. To take action to increase participation and inclusion.

Careers

CIBSE is currently working with the awarding body Pearson Edexcel to develop their vocational programmes in building services engineering at levels 3 and 6 (equivalent to A levels and degree level respectively.) This awarding body is keen to offer work based qualifications suitable for inclusion in an approved Apprenticeship Framework which will also help learners to proceed rapidly to achieve CIBSE membership, and Eng Tech and IEng registration. With high university tuition fees, we expect to see more candidates entering the profession through work based learning and vocational education rather than traditional Higher Education.

Initial Professional Development

The panel continues to visit companies and approve company training schemes Arup, DSSR, Troup Bywaters + Anders and Grontmij training schemes have been renewed. Balfour Beattie Engineering Services has also been approved on the scheme. There are a total of 250 trainees currently registered on the scheme.

Continuing Professional Development

CIBSE has joined the CPD steering committee at the Engineering Council with the aim of focusing on shared understanding between other PEI’s and wider understanding of CPD policies and practices. CIBSE has already completed a questionnaire based on current CPD practices and will attend a follow up workshop on 30 October 2012.

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. Highlights of these activities are described in the following sections.

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 in the development of the Knowledge Portal and the new Knowledge Management Committee. They also support the Technology Committee and the CIBSE BIM Steering Group.

Building Information Modelling
Although Building Regulations and the Green Deal are in the legislative headlines, it is increasingly clear that the work of the Cabinet Office Efficiency and Reform Unit, associated with the Department of Business, Innovation and Skills 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.

CIBSE leads the CIC BIM Forum, chaired by Past President Rob Manning. He also leads a working group which has aligned the various plans and schemes of work to deliver the information that the government client is specifying at the appropriate stages in the procurement process. Rob is BIM Delivery Director working for CIC, working closely with the CIC, BIS and Cabinet Office teams. The technical team provides the secretariat to the CIC BIM Forum.

The CIBSE BIM Steering Group is providing a forum for all interested elements of the Institution to consider the impact and implications of the BIM Strategy on the Institution. A BIM webpage has been established, and the group is working to develop this into a valuable source of information 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. With the departure of Andrew Stunnell as Minister responsible for Building Regulations, to our knowledge the only Building Regulations Minister ever with a professional qualification relevant to the role, there will undoubtedly be a further hiatus in the announcement of the government’s plans.

It seems highly likely that the housebuilding industry will gain a halt to any proposed tightening of Part L for 2013, leaving the achievement 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, where it is quite possible that an uplift of 20% in energy performance standards may be introduced. CIBSE continues to watch with interest.

The Energy Performance of Buildings Directive and UK implementation continues to be an area of significant challenge. Proposals are still awaited from DCLG, and may be further delayed by the changes in government personnel.

Green Deal
Government’s flagship policy for improving the energy efficiency of the UK building stock launched in October 2012, with little fanfare. In practice this is probably the best outcome, as the infrastructure, funding and knowledge to deliver a major launch with many participants from Day one is not available. 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.

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 the Divisions are all CIBSE Members, and pay
a modest supplementary subscription for their divisional membership.

It is worth noting that in spite of the annual lapsing of members with outstanding subscriptions at the end of June, all of the Societies are showing growth over this time a year ago. In particular, the Society of Light and Lighting has seen a 50% reduction in its lapsed members through a concerted effort, led by the current SLL President, to encourage members to renew subscription. As a result SLL has almost regained the membership numbers of 30th June already, which augers well for the coming year.

There are also 16 Specialist Interest Groups, covering a range of topics from daylighting and lifts to controls and electrical services. Membership of these is open to all, members or not, who have an interest in the topic. Approximately two thirds of groups members are not CIBSE Members, which represents a very substantial network of people who are connected to CIBSE but not yet in membership.

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”, was launched at the Building Centre, London, on Friday 8th October. Following a review of attendance at previous Masterclasses, there will be a renewed focus on membership recruitment at this year’s events.
The Society’s flagship competition, Ready Steady Light, celebrated its tenth anniversary in March; The new Code for Lighting has been published and is being well publicised, and has sold over 100 copies over the summer months. An updated edition of LG1 (The Industrial Environment) has been completed and is awaiting publication and several other lighting titles are nearing completion; Three new Sustaining Members have joined the Society and Holophane Europe are returning as Sponsors in Partnership after a one-year sabbatical; The Society’s prestigious Young Lighter of the Year final takes place at Lux Live in November, and the Society will be taking a stand there for the second year; SLL continues to grow on Twitter and may be followed @SLL100.
Liz Peck has stood down as SLL Secretary and recruitment of a new Secretary is in progress. Julie Kane has been appointed as full time SLL Co-ordinator, giving the SLL a full time dedicated member of staff for the first time in many years.

**The Society of Public Health Engineers**
Current membership of 177 (172 in October 2011) with 40 Industrial Associates (companies) supporting its work, representing a growth of three Associates since June; 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 SoPHE Young Engineers Award, now in its 5th year, has received a good number of entries and shortlisting has taken place. The Award will be presented at the SOPHE Annual Dinner in London on 8th November.

**The Society of Façade Engineering**
Has 246 members (240 in October 2011), with 42% of the members based outside the UK. Holds regular technical events in London and has started to hold events in the Gulf region;
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 138 Affiliates;
The grading process and requirements are being finalised by the ILEVE Membership Panel and the first ILEVE grades and certificates will be awarded shortly;
A programme of technical events is being established, with a second Technical Day being run on 16th
October.

**Specialist Interest Groups**
Have approximately 131,000 separate Group memberships - up almost 17% over the last year. This figure represents a total of 32,000 unique individuals across all Groups;

21,000 of these individual Group participants are not in CIBSE membership - 65% of the total number of Group members;

10,000 CIBSE members do not belong to any Specialist Interest Group;

The Groups with the largest followings are ASHRAE (12390), CHP-DH (13350), Daylight (10142), Electrical Services (12154) and Energy Performance (13154). Across these five Groups alone there are 18,000 non-CIBSE members;

Approximately one third of all Group participants are non-UK based (33%).

**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. Recent Yen highlights are:

- The Young Engineers’ Network (YEN) has now grown to approximately 2500 members, more than double the figure a year ago. This is partly due to ease of the recent web registration facility;
- 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 Annual YEN Ball was held on 6th October, and the YEN Centre Chairs from a number of regions met with Hywel Davies and Andrew Saville (YEN Mentor) in the afternoon prior to the ball.

**The CIBSE ASHRAE Technical Symposium 2012**
We are currently planning the third Symposium for 11-12 April 2013, to be held at Liverpool John Moores University;
The call for abstracts has now closed, with the first round of refereeing and commissioning to take place shortly.

**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, and exploring new areas of activity for the Certification team.

**Publications and Research**
The team contributes to various R&D projects, managing support for publications from the research fund and negotiating access to updated weather data from the Met Office. We have recently been approached by the Health and Safety Executive about closer links between HSE and CIBSE guidance.
Communications and Marketing
The team supports the marketing, press 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 is making 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.

CIBSE SERVICES REPORT

CIBSE Certification
Lodgement credit sales have been slow through August and September but are still just ahead of target. Actual lodgements have not slowed in the same way, so people have been using up their reserves. The introduction of new SORs did happen in July including a re-issue for Air Conditioning.

Air Conditioning
The lodgement rates for air conditioning reports are still low, with approximately 50% being lodged using Sterling software, suggesting that it was wise to partner with them.

Green Deal
Having been announced as a Green Deal Advice Certification Body in May, we are still working to promote and develop the service. We are developing our capability to lodge and report Green Deal advice reports and also in anticipation of approval from DECC we are developing and APEL route for Green Deal Advisors.

Carbon Trust
Transfers to the Low Carbon Consultants Register have continued with the number now standing at 16.

EPBD/DCLG
Following the BSRIA/DCLG audit on the 2nd August, we have had unofficial notification of 5 non-conformities from the auditors, but this has not been translated into any decisions from DCLG to date.

The items relate mainly to QA procedures and the not fully operational QA software system that went live on 1st July.

Training and Events
Mid-Career College
Results for the first half are strong for both public course and in house sales. Staff are working hard to maximise delegate engagement and the early autumn courses have been selling well. There is a new course programme in circulation and promotion of the courses in taking place across industry publications and our
contacts.

Conference programme

It is becoming increasingly difficult to engage delegates in our conference programme and we have had to cancel some of the conferences we had planned for the autumn.

Online learning

We have a steady set of customers (still mainly from our early adopters but a few individual sales). We are working on Commissioning and Testing as our next unit. Work is progressing with LSBU in relation to collaboration on an MSC.

Professional Learning

The first half went well and in addition to our certification training there are a variety of new event scheduled for this autumn including Heat Metering training, RHI training and another set of LEED workshops. We are looking at Green Deal training for early 2013.

Journal

The Journal has welcomed new editor Alex Smith, with Carina Bailey being promoted to deputy editor. Although early days, the team are working well and Alex is doing his best to get around to meet key industry figures, companies and manufacturers. He is also keen to spend more time at CIBSE, and has regularly come to Balham.

The Journal’s financial performance over the year has remained steady with the first half of the year outperforming targets despite some low recruitment figures. However, the weaker editions over the summer, and disappointing September and October figures mean that the Journal is likely to come in slightly under projections for the year. Having said that, the Journal is still expected to match last year’s income figures.

The Journal recently held its first sponsored Webinar, on the theme of EcoDesign. Sponsored by Grundfos, the Webinar had over 400 people registered, with 230 logging in to take part on the day. The sponsors have been very pleased with the response. With this initial Webinar now under our belts we hope that this will generate further interest from the marketplace.

The Journal has also just produced a Hotel and Leisure supplement, which is being distributed with the October edition, and generated £13,000 in revenue.

The CIBSE Supplement has now gone to print, and will be available at the CIBSE Conference and exhibition. It will also be distributed with the November edition of the Journal, and further copies will be available for other events through 2012 and 2013.

The Careers Guide has now been moved to the January edition following feedback from universities, and will now run as a bound in special.

Plans are still underway for a Consultants Directory which will be combined with the Awards Winners Guide which is distributed with the March edition.

Preparations for CIBSE BPAs 2013

Preparations are currently underway for the CIBSE 2013 Building Performance Awards, which will be held on Tuesday 5th February 2013 at the Grosvenor House Hotel.
Grosvenor House have increased minimum numbers for our date by an additional 50 to 850, so we are working towards achieving increased table sales.

The closing date for nominations for awards is October 5th, 2012.

Publications

In this report you will be able to see the latest statistics on usage of the KP, and although growth in usage has continued since the last report, we have also seen a downturn in the purchase of hard publications, slightly higher than expected. One possible contributing factor, the knock on from a low number of new publication releases is being addressed with 6 new titles published this year and expectations of 7 or more additional releases.

Publishing activity

Published in 2012:

- TM44 Inspection of air conditioning systems. NEW EDITION. Published March
- SLL Code for lighting. NEW EDITION, now in hard copy. Published April
- Guide F Energy efficiency in buildings. NEW EDITION. Published May
- Introduction to energy efficiency – Companion to Guide F. NEW TITLE. Published June
- KS18 Data centres: an introduction to concepts and design. NEW TITLE Published August
- KS19 Humidification (co-production with FETA Humidity Group). Published September

To be published in next quarter:

A number of titles are starting to back-up in production. We are using new out-house resources, now of proven quality, to add extra resources to take selected projects through to delivery to help address this:

- AM12 Small scale CHP for buildings NEW EDITION. In production
- KS20 Psychrometry. NEW TITLE. In production awaiting final authors approval
- TM51 Ground Source Heat Pumps. NEW TITLE. In production awaiting final authors approval
- A Technical Briefing on BIM has been prepared but now will be used as the basis of a new CIBSE BIM website
- Lighting Guide 1 Industrial Lighting. NEW EDITION. In early stages of production work
- TM13 Minimising the risk of Legionnaires’ disease. NEW EDITION. Draft completed and being peer reviewed.
- TM Refurbishment. NEW TITLE. Long term project. Draft completed, requiring committee response to peer review.
- SLL Guide to obtrusive light. NEW TITLE. In early stages of production work.

Next titles for publication

- AM Biomass (co-publication with Carbon Trust). NEW TITLE. Draft still at CT requiring additional work. This then needs to be refereed (Aug)
- TM Overheating. NEW TITLE. Being peer reviewed
- TM49 Summertime design guidance for London. NEW EDITION. Nearing completion
- New Future weather data (nearing completion).

Following titles - probably 2013

- TM Energy performance of buildings at the design stage. NEW TITLE. Delivery early 2013
- Guide K Electrical installations. NEW EDITION. New process established under different chair to get project completion using HK University
- Guide A Environmental design. NEW EDITION
- Guide B HVAR. NEW EDITION
- Lighting Guide 6 Outdoor environment NEW EDITION
- Lighting Guide 9 Lighting for museums and art galleries. NEW EDITION etc.
Key projects

Guide A: Environmental Design. Negotiations with the Met Office regarding access to weather data needed for the update of Guide A chapter 2 only very recently resolved. Various chapter drafts now completed.

Guide B: HVACR Systems. All sections now progressing well.

BIM project: Initial plans for a publication on BIM, were replaced by further proposals, now replaced with suggested creation of product templates.

Resource

Greater concentration on publication projects is bearing fruit during 2012 with delivery of a good number of titles (with credit to Sanaz Nazemi). Unfortunately Sanaz Nazemi will now be leaving CIBSE for Cyprus. In-house production resource is currently acting as a bottleneck and assistance of reliable out-house resource being utilised and becoming a proven resource. The intention is to strengthen both areas (production and project management) in near future.

Publication Sales

2012: YTD sales revenues (just under £150k including licensing royalties) are significantly reduced from the same period in 2011 – but difficult market conditions and lack of new titles stimulating interest are impacting besides presence of Knowledge Portal. The impact of recent publications on overall revenues has yet to be obvious. Year-end figures will give a clearer picture.

Top selling titles for 2012 with YTD figures are:

- Domestic heating design guide – Domestic Building Services Panel REVISED EDITION (245 copies)
- TM44 2012 EDITION (241 copies)
- Lighting Handbook (200 copies)
- Code for lighting 2012 EDITION (109 copies)
- KS17 indoor air quality & ventilation (54 copies)
- Guide A (48 copies)
- Guide B (48 copies)

New revenue streams have been created for through licensed use of extracts of TM44 in Lodgement tools with 2 providers, though incomes are at low level so far.

Other activity

We have moved towards 'print on demand’ (in batches) on most new titles when they go to print is reducing investment in excess stock.

Closer working with ASHRAE: Phase 1 of a staff exchange agreement occurred in September 2012 with Nick Peake visiting Atlanta. Reciprocal exchange is scheduled for April 2013.

KP Activity

We are already working on Ver. 1.1 of the KP for delivery late 2012 or early 2013, which will improve the functionality of the KP and add some new content both CIBSE and partnering organisations. A more significant development – KP Ver. 2 is programmed for the end of 2013. Beyond that we are looking at the direction of digital information services, and the implications for KP v3.0. The key issue for me is to establish member engagement and have a real vitality and dynamism about the content. If you have any ideas we would, as always, be pleased to hear from you.

Since its soft launch in November 2011, and full launch in 1 January 2012, the Knowledge Portal has seen regular growth in total visitor numbers with month-on-month increments reaching over 77,000 with over 50,000 individuals. The total number of document downloads has topped 60,000. The numbers of downloads of documents are impressively high, and those using the view on line option is also growing but at a significantly lower level at just under 6,000 (but statistics have only been collected since mid-January).
Perhaps strangely, only one third of CIBSE members have so far registered to use the KP so far (a marketing exercise is underway to inform and prompt greater engagement). Visits have been made to the KP from 151 countries so far (out of the 200 or so in the world) showing the spread of CIBSE and its members across the world and as a percentage of all visitors it is settling down to fairly reflect the overseas membership (33%).

Statistical analysis
Current figures show that the KP has since soft launch on 01 November had 77,436 visits from 50,661 different visitors i.e. returning visitors account for 34% of visits. Visits have come from 151 countries, with overseas visits accounting for 33% of the total. 6,405 visitors have registered on the KP and of these, 4,500 have downloaded a total of 60,076 CIBSE documents.

The most popular downloads list has now been topped by the newly released 2012 edition of Guide F with 2,545 downloads. Others are: Guide A (2,234 downloads); Guide B (2,067); then Guides C, D, K, M, G and H (with 1567, 1389, 1324, 1322, 1316 and 1262 respectively) before the 2011 CIBSE release KS17 (1258 downloads).

We have had 187 new joiners using the Quickjoin process in the KP. Overall membership numbers are covered elsewhere in this report.

Feedback
No major issues have been identified or reported in KP or its functionality. Any such formal and indeed informal feedback has been considered whilst setting the developmental strategy for the KP over versions 1.1, 2 and 3.

Finance
Current expenditure remains on KP maintenance, support and overheads. Larger expenditure (within budget) will be made on Version 1.1.

INVESTMENTS

Certification QA system
Information Prophets have produced an automated QA system for Certification which has now gone live.

Certification APEL system
This has now been produced by Psycle and has now gone live.

MARKETING AND COMMUNICATIONS

Membership Marketing
Working alongside the membership team a new campaign to launch free student membership is underway. Two member surveys are planned over the next two months targeting lapsed members and a member satisfaction survey.

CIBSE Building Performance Awards
Our plans for the Building Performance Awards 2013 are going well. The event will be held at London’s Grosvenor House Hotel on Tuesday the 5th February 2013. We have reviewed the categories and criteria and launched the awards in June 2012. To date category sponsorship is ahead of its forecast target. Entry deadline is 5 October with judging taking place on 14 November and a shortlist announced on 15 November. Entries
are already coming in which is encouraging at this early stage.

Confirmed sponsors:

- **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
- **Intech** - 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

**Public Relations**
The relationship and work undertaken with our new PR agency, Think Tank is going well. The brief is to increase the quality and quantity of press coverage, to provide an active Press Office service, to assist with Public Affairs activity as required and to dovetail with Social Media activity.

**CIBSE websites**
The programme of creating microsites for the regions, groups and societies continues, the aim of which is to bring a consistency of branding and content to all CIBSE related sites. Microsites for ILEVE, Home Counties South West, Home Counties North West, the Natural Ventilation Group, YEN London, YEN East Anglia and SoPHE have now been completed with sites for the FM Group and CHP group under construction. The aim is to replace the remaining CIBSE region webpages with a microsite by the end of 2012. Since June David Fisk has been contributing a monthly CIBSE President Blog at cibsepresident.blogspot.co.uk

It is anticipated that some further development work will be undertaken on the CIBSE homepage in 2013 and possibly the wider CIBSE website and related sites depending on the outcomes of the IT review.

**General Marketing**
The team supports CIBSE Services across certification, training and events, technical department with marketing support, planning and implementation.

A key area of focus has been the issue with some members complaining they are being spammed with too many CIBSE emails. A review is underway with changes to be implemented shortly on how the bulk email system process works within CIBSE and across its wide user base. A newly designed email newsletter has also recently been implemented to improve the effectiveness and user experience.

A new publications brochure is now available. An advert has been created for October Journal and a full campaign to create awareness w/c 17.09.12. Publications, KS18: Data Centres and KS19: Humidification have been released, integrated marketing campaign to commence w/c 17.09.12

We continue to market training courses and conferences for Mid Career College. We have created some postcards to be used as inserts in various magazines throughout October promoting the courses.

We are preparing to update the CIBSE Certification brochure to include the Green Deal information.

SLL Master Class brochure is to be produced with consecutive mailings to various regions over the next few months. A new SLL Video is available on the SLL website and on CIBSE Vimeo - this has been flagged in a recent CIBSE E-newsletter, on Twitter and Linked-in.

Work has commenced on gaining sponsorship for the Technical Symposium next April and a marketing campaign is in the planning stage.

The marketing of the CIBSE Annual Lecture 2012 has commenced. **This year's lecture will be delivered by Alistair Buchanan CBE, Chief Executive of the Office of the Gas and Electricity Markets (Ofgem), addressing the issue of energy supply and security.**
In 2009 Ofgem published Project Discovery - the headlines looking out to 2020 were dramatic: prices would rise, carbon targets would be hard to achieve and our secure supply of electricity might be at risk. In 2012 Ofgem was invited by Government to review both the electricity and gas markets to 2016 and beyond respectively. The date and venue are:

07 November, 2012 (5.30pm for 6.30pm)
Wellcome Collection Centre, 183 Euston Road
London, NW1 3BE

**Attendance is free but pre-registration is required, please visit the CIBSE website.** Schedule for the evening:

5.30pm - Drinks reception
6.30pm - Seating
6.45pm - Introduction by CIBSE President, David Fisk
7.00pm - Lecture by Alistair Buchanan
7.45pm - Question & answer session
8.00pm - Summary and close

**Social Media**
We continue to steadily accumulate Twitter followers and have now reached 5,640. We receive a large number of retweets and online sentiment for CIBSE is nearly 100% positive. Our Klout score, a measure of online influence, has increased to 55, on a par, or ahead of, the other PEIs.

Linked-In continues to thrive as a forum for members to discuss pressing issues. Three conversations particularly sparked major debate and scores of comments during August:

- Women in engineering
- How do you explain Building Services
- BIM and (FM’S)

In view of the increasing importance of Social Media, a Guidance document on its use has been issued and is attached as an appendix to this report.

**PR**
We continue to promote our Awards (Building Performance and Young Engineers) and other events through the media, as well as issuing a press release to promote our Technical Journals. Media coverage followed in publications such as Building Design, Electrical Review, Plumbing Heating and Air Movement News (PHAM), Heating and Ventilation Review, Modern Building Services and RAC News.

Interviews and by-lined articles appeared in University Business Magazine and Lux (which also featured Iain Macrae) and on the web portfolio of Ten Alps publishing.

Key areas of PR work include:

- Planning a campaign, led by David Fisk in order to raise the profile of the Institution
- Working with Membership to integrate Comms into Membership Strategy
- Planning member research for 2013
- Better integrating PR work with the CIBSE Journal
SUPPORT SERVICES

IT systems
The review of the Institution’s IT strategy has produced a report, and initial meetings have been held with potential suppliers to map out a way forward. Consideration is now being given to a budgetary proposals for 2013, as part of a three year project to provide the Institution with fully integrated systems to meet the future needs of members.

Conflict of Interest Rules
A review is being undertaken on the Institution’s rules on conflicts of interest, which have not been revisited for some years. It is intended to bring proposed revisions to the Board for approval in the near future.

FINANCE DEPARTMENT

The Finance team are in process of producing the budget for 2013 which will be presented to the Board in November this year.

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

Revenue in 2012 has been affected by a larger than expected decline in the sale of hard copy publications and actions are being taken to address this issue.
Social Media Guidance

Effective date | Approved by | Author
---|---|---
21/07/12 | CIBSE Directors CIBSE Comms Committee | Ed Palmer

Date of last review | Reviewed by | Date of next review
n/a | n/a | n/a

Distribution | Available on downloads area of CIBSE website

Change history

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<tr>
<td>Ed Palmer</td>
<td>Communications Executive</td>
<td>0208 772 3697 <a href="mailto:epalmer@cibse.org">epalmer@cibse.org</a></td>
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<tr>
<td>Tina Cardy</td>
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<td>0208 772 3615 <a href="mailto:tcardy@cibse.org">tcardy@cibse.org</a></td>
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Summary

1. This guidance is intended for CIBSE staff and any consultants or volunteers acting as representatives of the Institution (hereafter referred to jointly as “staff”), and covers:
   
   a. Staff setting up a social media account connected with CIBSE activities
   
   b. Staff using social media related to CIBSE activities
   
   c. Staff using non-CIBSE social media in connection to CIBSE related activities
   
   d. general advice to stakeholders (members, volunteers, groups, committees etc.) on social media.

2. Contact the CIBSE Communications team (see cover sheet for contact details) if in doubt on any of the advice in this paper.

Introduction

3. The widespread availability and use of social networking applications bring opportunities to engage and communicate with our audiences (including members and potential members) in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our stakeholders, our legal responsibilities and our reputation.

4. The primary objectives of CIBSE’s social media engagement are:

   a) To further the charitable objectives of the Institution

   b) To support the delivery of CIBSE’s strategic objectives: [http://www.cibse.org/content/documents/about/Strategicplan2011.pdf](http://www.cibse.org/content/documents/about/Strategicplan2011.pdf)

   c) To disseminate relevant and timely information, as a key channel in CIBSE’s marketing strategy

   d) To drive traffic to the CIBSE website and Knowledge Portal

   e) To position CIBSE as a forward looking, professional institution which is the hub of sustainable building services engineering information online

5. Social media can help to drive awareness, engage Members and provide an additional voice for the Institution with new audiences. However, there are also risks to this engagement, if messages of dissatisfaction, misinformation or frustration proliferate without timely intervention.
6. There are a number of social media groups’ administered by CIBSE staff:
   - CIBSE Twitter feed (@CIBSE)
   - CIBSE LinkedIn company page and discussion group
   - President’s blog

Purpose

7. The purpose of this guidance is to:
   - Make CIBSE’s online presence as positive as possible
   - Aid users to clearly distinguish whether information provided via social networking applications is official communication from CIBSE as distinct from personal commentary
   - Manage and reduce any legal and governance risks to CIBSE

Statement of guidance

8. This guidance governs the publication of information and commentary on social media by staff or representatives of CIBSE.

9. For the purposes of this guidance, social media means any facility for publishing online information and commentary, including blogs, wikis and social networking sites (including for example Facebook, Twitter, LinkedIn, Flickr, YouTube). This guidance is in addition to and complements any other policies regarding the use of technology, computers, email or the internet, particularly the IT Guidance for CIBSE Staff.

10. CIBSE staff are free to publish information or comment via social media in accordance with this guidance. CIBSE staff are subject to this guidance to the extent that they identify themselves as speaking on behalf of the Institution (other than, for instance, as an incidental mention of place of employment in a personal blog on topics unrelated to CIBSE activity).

11. Publication of information and comment on social media carries the same obligations as any other kind of publication and should follow the ethical and legal standards which CIBSE staff normally follow in their work.

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1 See the separate Social Media Audit for complete details on CIBSE-related social media.
Setting up social media

12. Permission for new official CIBSE social media channels should be obtained from the Head of Communications and assistance obtained from the CIBSE Communications team in setting up social media accounts and their settings.

13. The use of the CIBSE logo and other branding elements should be used where appropriate to indicate CIBSE’s support and must adhere to the corporate design guidelines (available from the Communications Team). The logo must not be used on social networking applications which are unrelated to or not representative of CIBSE. Basic guidelines to use of the CIBSE logo can be found on the website.

14. Before starting to use a social media channel, there should be a clear business case to ensure that we are addressing the primary objectives listed above and that we are not duplicating activities. You will need to consider the following:

- What outcomes do you want to achieve? How does the proposed channel help achieve CIBSE’s strategic objectives?
- Who is your target audience?
- Do you need a new social media channel, or could you use an existing one (such as the CIBSE LinkedIn discussion group) or an alternative (such as email or direct mail)?
- What content will you be posting? Do you have the resources you need to keep it maintained with accurate and relevant content?
- What is your exit strategy, particularly if your project is temporary?
- How will you manage inappropriate posts, or issues which require PR involvement in a timely manner?
- How will you measure success? Try to set a target and a review point before you launch

15. Once the social media channel has been agreed, the account owner and the relevant member of the CIBSE Communications Team need to work together to set the channel up in line with these guidelines and other guidance specific to the channel.

Staff online identities

16. You must act responsibly when posting online, particularly in activity conducted with a CIBSE e-mail address or which can be traced back to the Institution’s domain or which uses CIBSE’s assets. The CIBSE.org address and any other CIBSE domain names attached to your name signal that you are acting on CIBSE’s behalf. When using a CIBSE e-mail address or CIBSE endorsed social media channel (for example LinkedIn discussion groups), all actions are public. Individuals are responsible for their online activities, but CIBSE is also potentially liable.
17. Outside the workplace, your rights to privacy and free speech protect online activity conducted on your personal social networks with your personal e-mail address. However, what you publish on such personal online sites must not be attributed to CIBSE and must not appear to be endorsed by or originated from CIBSE. If you choose to list your affiliation to CIBSE on a social network, then you must regard all communication on that network as you would other professional interactions.

Creating content

18. Be direct, informative and brief. Avoid jargon or ambiguous language. Spell and grammar check everything. Use sentence case format, not capital letters. Useful guidance on writing clearly can be found here: http://www.plainenglish.co.uk/

19. Always evaluate your contribution’s accuracy and truthfulness. Before posting any online material, ensure so far is reasonably practical that the material is correct and appropriate. You must respect copyright, you must be certain not to post material for which you do not own the copyright, or otherwise you must have clear permission to post from the copyright owner. Remember that CIBSE publications are copyright material. See paragraph 27.

20. If you make an error, acknowledge this and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as copyrighted material or a defamatory comment), deal with it quickly – better to remove it immediately to lessen the possibility of a legal action.

21. CIBSE members must also remember that they are bound by the CIBSE Code of Conduct and Royal Academy of Engineering Statement of Ethical Principles which can be found online at the CIBSE website: www.cibse.org/codeofconduct

Confidentiality

22. Be mindful of posting information that you would not want the public to see. It is acceptable to talk about our work and have a dialogue with the community, but it is not permissible to publish confidential information. This includes things such as:

   a) announcing a CIBSE Member's name and details;

   b) posting financial information or reports about CIBSE or another organisation;

   c) revealing information about a Member of CIBSE; and/or

   d) revealing any information which is not publicly available.

23. Privacy settings on social media platforms must be set to allow anyone to see profile information similar to that on the CIBSE website. Other privacy settings that might
allow others to post information or see information that is personal must be set to limit access.

24. Personal information is governed by the Data Protection Act. As a rule, you must not post personal information about a third party without their express written approval.

Be transparent

25. When participating in any online community on behalf of CIBSE, disclose your identity and affiliation with CIBSE and your professional or personal interest. When posting to a blog, always use your name. Never create an alias and never be anonymous.

26. Always provide a means by which you can be contacted in a timely manner (normally email or direct telephone number).

Respect copyright laws

27. It is critical that you show proper respect for the laws governing copyright and fair use/dealing of copyrighted material. Never quote more than short excerpts of someone else’s work, and always attribute such work to the original author/source. It is good general practice to link to others’ work rather than reproduce it.

Respect your audience, CIBSE, stakeholders and your colleagues

28. The public in general, and CIBSE’s employees, contractors and stakeholders, reflect a diverse set of customs, values and points of view. Do not be afraid to be yourself, but do so respectfully. This includes avoiding not only obvious offensive comments, defamatory comments, personal insults, obscenity etc but also being sensible and non-confrontational on topics that may be considered objectionable or inflammatory.

29. If you are posting in a personal capacity, use your best judgement and make it clear that the views and opinions expressed are yours alone and do not reflect the official views of CIBSE. However, do not rely on this, as some users will perceive your comments to be official CIBSE views. If in doubt, do not post.

Controversial issues

30. Seek support from the CIBSE Communications Team before:

- Responding to a negative post. If a blogger or any other online participant posts an inaccurate, accusatory or negative comment about CIBSE, seek advice.
• Responding directly to a journalist. If you are contacted directly by a journalist regarding issues of concern to CIBSE.

The Use of Disclaimers

31. Many social media users include a prominent disclaimer saying who they work for but that they are not speaking officially. Staff who use their personal social media accounts to talk about topics related to CIBSE must display where appropriate a disclaimer in their profile stating that their personal opinion does not necessarily reflect the opinion of CIBSE. Something along the lines of "Any views expressed are personal and must not be taken as an official CIBSE statement". In the event that there is insufficient space in the profile for the above disclaimer you must at least include the words “Personal Views” in your profile. Bear in mind though that even this good practice may not have that much legal effect.

32. CIBSE does not normally provide technical guidance. If, as a member, you wish to respond to technical discussions, then you must make it clear that the views expressed are your opinion, and not an official CIBSE statement. If you consider it necessary for CIBSE to express a view on a technical matter, this must only be done in consultation with the Technical Director, who may also seek advice from the Publications or Technology committee, as appropriate.

Enforcement and responsibility

33. This document has been produced to provide guidance to those using social media for or on behalf of the Institution. Breaches of the policy by CIBSE staff may be subject to disciplinary action. Breaches by contractors may render contracts void. Breaches by officers and volunteers may lead to a formal complaint under the CIBSE Code of Practice, and be referred to Professional Practices Committee under the Disciplinary Code.

34. The CIBSE Communications team reserves the right to require the closure of any official social media applications or removal of content published by CIBSE staff which may adversely affect CIBSE’s reputation or put the Institution at risk of legal action.