INTRODUCTION

Since my last report to Council the pace of change and challenge at CIBSE has remained at a significantly high tempo. As I reported previously we have the twin, and sometimes conflicting challenges, of dealing with, firstly, the economic pressures – which manifest themselves in a wide range of ways and, secondly, the focus on driving-up membership benefits, meeting the challenge of low energy solutions and regulation but also in attracting new members. To add to the mix we are constantly trying to do new things, empower our members and demonstrate that we are a relevant, agile and dynamic organisation. As you read this report I hope you will be seized by the wide-range of activities and efforts. I am in no doubt CIBSE is an exciting place to be.

CIBSE Journal  Hard to believe but the CIBSE Journal will be three years old at the end of this year. Therefore we are now in discussions for contract renewal with our Advertising Agency, Redactive, for another period of growth and development. Cambridge Publishing Ltd (CPL) provide the editorial and publications services. All this is to try and ensure we get the balance right between the content, information and knowledge, which is attractive and an essential read to our members and supported by our advertisers. While I don’t think we always get it right, the feedback we get is generally positive and encouraging. In the last 12 months we have put much more emphasis on technical content and this appears to be well received too. We still need feedback and ideas and we always welcome member feedback, good or bad.

Technical Symposium  Looking back over the last year it is hard to recall all the challenges, difficulties and doubts over the re-birth of the Technical Symposium, after a gap of a decade or more. The success of the Technical Symposium at De Montfort University on the 6/7 September was simply outstanding – I would like to give my personal vote of thanks to the organising team and the staff at DMU and our sponsors - Lockinvar. There is more detail later in this Report but, personally, the success of the Symposium was especially pertinent as it, for me, marks the coming of age of the Technical Department and demonstrates that we can be a “serious player” in the arena of research and debate which feeds the industry we serve. It was a wonderful way to showcase this vital research and further establish links between many of the Universities, industry and the Institution. Of course, this is only the first step; however we already focussed on the 2012 Technical Symposium, 18/19 April, at Imperial College London; so please get your Papers and Posters ready and put the date in your diary. We also trying to find ways of better engaging with Industry in this exchange of ideas, knowledge and products, again your thoughts are most welcome.

Knowledge Portal  We are almost there, with the Knowledge Portal (KP) Version 1 being made available to members who renew or have a direct debit facility with us – details will be in the subscription renewal which goes out in November. Virtually all the testing on functionality for Version 1 is complete and the “front page” is well in-hand. Coupled to the KP is the ability for Affiliate Members to join on-line and enjoy almost immediate KP access, we shall also be re-structuring our staff for “membership development” i.e. to sell Affiliate Membership – our target for
next year is an net growth of 500. As you know we believe that this is a step-change for the Institution as we make available to all our members all our technical documents on-line, 24/7 as the admen say. What is certain is that it is a significant project which should make CIBSE even more attractive to members and prospective members, we hope. The new marketing strategy, to gain new members and to improve our retention rates on the back of the Knowledge Portal launch, is almost complete and I am looking forward to seeing it myself.

Staff I reported previously, Jacqueline Balian joined Ofgem in July after 11 years at CIBSE. After a functional review, our Finance Director, Stuart Gilmour, took on the mantle for CIBSE Services with additional responsibility being given to the three business units; Training – Jennie Winterbottom, Publications and Knowledge – Nick Peake, Energy Certification – Andrew Geens. This new arrangement was only just bedding-in when unfortunately, three weeks ago, Stewart fell and broke his femur. As I write, he is at Home, convalescing, we all wish him a full and speedy recovery.

Our President, Andy Ford, has been out and about with a wide range of interests and activities. Diversity has been a vibrant issue and he has been able to generate significant interest and participation. I expect we shall hear much more on this subject in the coming months.

Building Information Modelling (BIM) also continues to be an issue of the moment and something where, under the leadership of our Immediate Past President, Rob Manning, CIBSE has a key and significant role to play. The CIC continues to lead the debate for the Government and Rob chairs the CIC Steering Group and we also provide the secretariat. From our perspective, Government appears to be resolute in its aim of introducing BIM to all construction projects over £5M. I am also grateful to Paddy Conaghan who is chairing our CIBSE BIM Group and from his recent report to the Board has made huge strides and the collaboration and support that is evident from this Group is very encouraging. Again, I expect we shall hear much more of this in the coming months.

Finally, we have some new work that is just coming onto our desks. David Hughes took on the chair of PROD and with the imminent era of KP there is a pressing need to review the role, purpose and deliverables of PROD. What is clear that all our knowledge needs to be accurate and timely and we need to ensure the development of CIBSE is inter-wove into the activities of PROD, the web is driving the rapid sharing of knowledge and our processes need to support that. I am also pleased to report that our Vice President Peter Wong, is getting to grips with his portfolio of developing membership in mainland China. Certainly Peter has lots of ideas and keen to get on with them.

I apologise, in advance, as this is a hobby horse of mine, but with the Governments intentions on tuition fees for 2012 and beyond being evaluated, I believe we all agree that there is likely to be a considerable impact on the supply or otherwise of building services engineering graduates. It seems to me that we need to ensure that we have a sufficient quantity of practical and effective engineers who can work on site, a capacity to produce quality design engineers, project managers and business leaders (with the appropriate skills) and a cohort of academics who can drive the educational and research for the industry. The critical fact appears to be to get the balance right and meet the future needs of the industry, this is not a trivial issue as many of engineers can take 10-15 years to gain the appropriate experience and commercial factors dictate a planning cycle of months not years. As always your views are welcome.

As always there is a need for informed, calm minds who have the vision and passion to deliver – I commend CIBSE to you.
MEMBERSHIP

Membership as at 23 September 2011 stands at 18,531 indicating a reduction in numbers reported to the last Council meeting on 9 June (19,686).

The current membership numbers as at 23 September 2011 broken down by grade are:

![CIBSE Membership by Grade](chart.png)

On 1 July 2011 a total of 1,505 members were lapsed due to non payment of subscriptions which is considerably less than in 2010 (actual 2,164) and some members have since re-joined. A considerable number of Affiliate (666) and Student members (442) decided not to continue their membership The economic climate has undeniably contributed to the number of members choosing not to renew their subscription this year. Measures to retain more members are under consideration and the introduction of the Knowledge Portal in November 2011 will hopefully persuade more members to renew their membership in 2012 and attract lapsed members back into the Institution.

As for previous years, several reminders were sent to members with outstanding subscriptions via the journal and E Newsletter, and telephone and email contact by members of staff with a parallel exercise being undertaken in the Hong Kong Branch and the Australia/New Zealand Region.

To assist members to pay their subscriptions CIBSE has made available the facility in 2012 for members to pay subscriptions by three direct debit instalments and those members experiencing hardship are offered concessional subscription rates. Since members were lapsed in July there have been several reinstatements and enrolments of new members and membership has shown a small net growth of 1.3%.

CIBSE remains one of the few growing major engineering institutions and is positioned sixth in the ranking of EC registrants. Staff in the Membership Department work with the Regions to advise new members on routes to membership, visit colleges and universities to offer guidance to students on careers, hold briefing sessions and surgeries for members intending to apply for membership, and arrange sessions on the Technical Report Route. It is intended that this work will be strengthened by a new post to further develop and enhance membership, promoting the value and benefits of membership specifically the Knowledge Portal.
The number of UK applications received for the 2011 August closing date was 120 which was 20% down on the 2010 August closing date at 150. This is disappointing and a campaign to encourage existing members in non-corporate grades to upgrade is being developed. There are no closing dates for applicants from outside the UK.

A new online applications’ processing procedure that will also link to the Knowledge Portal has been introduced. This facility is partly integrated with the CIBSE membership database and is intended to speed up the processing of applications for membership and reduce some staff time on processing applications. The new facility will be further developed in 2012.

CIBSE has made use of the CIBSE video conferencing facility for the conduct of Interviews for membership and for the CIBSE Technical Report Route. This is only used in exceptional circumstances where there is a difficulty in arranging Interviews locally. Appropriate guidance has been developed to overcome any technical problems and to ensure security.

**Professional Development**

The current number of trainees registered on the CIBSE approved training and development scheme is 274 and there are 30 approved company schemes with 8 in progress.

Discussions are taking place for a new Apprenticeship scheme in building services engineering linking Licentiate membership and EngTech registration for individuals working in consulting engineering practices. This will lead to a recognised qualification. The development work will start in September with an advisory group drawn from CIBSE members working closely with SummitSkills. The scheme will be introduced from September 2012.

It has been decided to replace the annual forum for training supervisors to a biennial cycle and to provide instead a newsletter with useful information for Supervisors and those engaged in company training schemes.

The CPD Panel is reviewing a sample of completed CPD records from 2010 with the intention of selecting the best record for nomination as a ‘CPD Champion’. The individual will be highlighted in the Journal and hopefully encourage more members to record their CPD. The Panel is reviewing Institution policy on CPD and the support for members in meeting their obligations towards the achievement of CPD.

**Careers**

The Careers Panel undertook a thorough self-evaluation of its progress to date in delivering the careers strategy to increase the flow of well qualified and motivated entrants to technical and professional careers in building services engineering, and to retain them.

The revised strategy will be:

1. To work through CIBSE individual members, Regions, Societies and Groups, and with partner organisations to communicate with careers advisers, schools, colleges and universities
2. To liaise with universities and awarding bodies to promote vocational programmes in building services engineering.
3. To support building services engineering students through the administration of bursaries and benefits linked to the Student Affiliate membership grade
4. To minimise dropout from the profession by providing structured career support and
5. To maintain an information portal for careers advice on the CIBSE website
6. To work with employers to further develop and promote career pathways and work experience opportunities in building services engineering.
7. To increase awareness of building services engineering in the environment among young people at school

The Careers Panel discussed the need to update the careers content of the CIBSE website, recognising that this is now the principal communications route for its careers messages. Work on updating the content, improving navigation, identifying appropriate links to other sites, uploading role models etc is ongoing.

Universities

Universities providing CIBSE accredited courses have been contacted with a view to nominating Co-ordinators willing to promote CIBSE and encourage CIBSE student membership and 15 Co-ordinators have so far been appointed. They are being contacted to arrange an introductory session for students with funding from CIBSE. (List of CIBSE University Co-ordinators is attached to this report.

CIBSE continues to actively engage in the accreditation of degree programmes in building services engineering. During the academic year 2010 to 2011 CIBSE has undertaken 7 accreditation visits and 2 review visits to undergraduate and post-graduate programmes. New guidance on the accreditation of Foundation Degrees has been agreed by the CPD Panel.

The winner of the Ken Dale 2011 is Anderson Barcellos. The title of his study is Building for the future: how China and Japan are implementing energy efficiency towards their building industry. He will be presenting a report on his visit to the Council meeting on 7 October 2011.

International Activities

Members currently reside in 94 countries outside the UK and comprise 26% of the membership. The largest regions are Hong Kong (2,318), Republic of Ireland (735) and Australia/New Zealand (636). Part of the strategy for international growth is the recruitment of Country Representatives who are members willing to actively promote CIBSE by getting together a group of interested members and arranging learned society activities and events. Country Representatives have been appointed in Bahrain, China (Chongqing and Shanghai), Ontario, Qatar, Singapore, Sri Lanka, South Africa, Thailand, and UAE.

A meeting was held on 14 September 2011 with Mr Alessandro Sandelewski from the Italian Association of Air Conditioning, Heating and Refrigeration (AICARR) to discuss cooperation with CIBSE. It was agreed that both CIBSE and AICARR would keep each other informed about technical events and articles for publication in Journals, and to consider possible joint future events. A meeting was also held on 1 August 2011 with the Polish Chamber of Engineers.

The President, Andy Ford, will be attending a conference at Chongqing University from 28 to 30 October 2011. His outward visit will also include Qatar, Singapore and Shanghai where he will liaise with Country Representatives. Planning is underway for the visit by the President Elect, David Fisk, and Stephen Matthews to Hong Kong in November.
Engineering Council

To enable CIBSE to register its members as CEng, IEng or EngTech, as appropriate, CIBSE has to be licensed. The licence is for 5 years before renewal and an audit visit by the EC. Interim audit visits occur during the 5 year cycle and CIBSE was visited on 14 September 2011. This was attended by a panel appointed by the Engineering Council who met the Chairs of the Accreditation Panel, the ICP Panel, the Members and Registration Panel and the Education, Training and Membership Committee. A report on the visit is sent to the EC Quality Assurance Committee for consideration.

Following guidance from the Engineering Council a new experiential route to CEng and IEng has been developed. This is designed for senior experienced engineers who do not have the exemplifying qualifications for registration but can demonstrate through the knowledge and understanding they have acquired through their work that they meet the requirements for registration as well as membership. Following encouragement from the EC audit panel the documentation for this route will be submitted to the Engineering Council for approval.

Regions

The Chair of the Regional Liaison Committee, Past President John Armstrong, continues to undertake a programme of visits to the UK Regions to identify issues and concerns that may exist. He has been collecting information on topics and speakers in each of the Regions so these can be exchanged with other Regions.

TECHNICAL & POLICY

Technical Team

Dr. Jacquelyn Fox, has been appointed as Head of Sustainability, to strengthen the Technical team and provide broader experience of the construction sector. Jacquelyn accomplished a PhD in the field of the Built Environment whilst working as Head of Group Sustainability for one of the UK’s largest developers, Barratt Developments Plc. She started her career as a Mechanical Engineer and has accumulated extensive experience over many years within the field of building physics. Her career to date includes a significant period of time spent overseas in the Gulf region working on multimillion dollar projects.

Jacquelyn is working with Hywel Davies, Technical Director, to share the responsibilities of CIBSE’s involvement with Government sponsored projects and activities. Her experience within the house building industry also gives CIBSE the opportunity to develop a stronger position within that arena, and she is already taking forward the Homes for the Future Group.

The Technical team also includes the following members of staff:

- Chris Breslin, Technical Administrator (FT)
- Gay Lawrence Race, Technical Adviser (PT)
- Dr Anastasia Mylona, Environmental Data Co-ordinator (PT)
- Dr Vic Crisp, Consultant (PT)
- Tim Dwyer, Consultant (PT)

The Technical Networks Team provides support for the work of the Societies and Groups, and consists of:
Nyree Hughes, Technical Networks Manager (FT)
Veron Williams, Technical Networks Events co-ordinator (FT)
Julie Kane, Technical Networks Administrator and SLL (FT)
Liz Peck, SLL Secretary and Consultant
Pom Daniells, SLL Masterclasses and Consultant

This team provides a highly qualified, experienced and respected resource to support all technical aspects of the Institution and its specialist technical groups and societies. The Technical team continues to cover a wide and diverse remit of activities which are described in the following sections, including the Societies, the Specialist Interest Groups, Young Engineers Network and University Liaison. The team also manages preparation of consultation responses, input to government working parties, British Standards and support for CIBSE Services.

**Part L 2013 Review**
The initial phase of the review is now complete (See June Council report for a fuller description) CIBSE presented the report of the non domestic working group on proposed changes to Part L for 2013 to the Building Regulations Advisory Committee (BRAC) in July.

Foroustan Parand, Head of Building Physics at URS Scott Wilson, chaired the group, which is made up of a cross section of industry participants. It is intended to keep the group operating as a means of providing an industry view on Part L. CIBSE will continue to provide the Secretariat for this activity.

The continuing timetable for the 2013 revision is:
- Public Consultation December 2011 – March 2012
- Response and preparation of revised regulations for publication in October 2012, coming into force in April 2013.
- The Green Deal is due to launch in October 2012.

**The Society of Light and Lighting**
- The 2011-12 Masterclass series ‘One Building a Minute’ will tour Southampton, Glasgow, Manchester, Bristol, Leicester, Newcastle, York and London.
- Two new Sponsors in Partnership have been secured, TRILUX Lighting and WILA Lighting.
- Three London events are planned in October, December and January, the latter being the Trotter Paterson Lecture.
- The Regional Lighting Representatives are doing well in organising lighting events in nearly all of the regions, as well as the Masterclasses.
- The guide to the lighting of licensed premises has been published.
- The new Code for Lighting is in progress and on target for publication at the end of the year.
- The Society’s Executive is developing a new operation plan to develop the Society and ensure sound financial planning.

**The Society of Public Health Engineers**
- Has current membership of 172 (June 169)
- has 37 Industrial Associates supporting its work;
- holds regular technical meetings in London, the North West, Scotland and the South West;
- is currently helping to revise CIBSE Guide G: Public Health Engineering.
The Society of Façade Engineering
- Has 240 members (June 244), with some 40% of the members based outside the UK;
- continues to hold regular technical events in London;
- provides speakers at UK and overseas events to promote the Society
- the September issue of CIBSE Journal contains a special feature article by the Society Chairman, Dr Mikkel Kragh, on facade engineering and the Society.

Special Interest Groups
- Have approximately 112,000 separate Group memberships (June 104,000), representing a total of 29,000 unique individuals (June 27,000) across all Groups, an increase of 30% over 12 months;
- 18,000 of these individual Group participants are not in CIBSE membership - approx 64% of the total number of Group members;
- The Groups with the largest followings are ASHRAE, CHP, Daylight, Electrical Services and Energy Performance. Across these five Groups alone there are 16,000 non-CIBSE members;
- Work is continuing on marketing plans for those who participate in the Groups and are not yet CIBSE members;
- The Homes for the Futures Group had a false start late last year. However with Jacquelyn’s appointment work is now underway to reconvene the Group this autumn. The aim of the Group will be to inform and promote best practice in building services when constructing or renovating better homes. The main areas of interest will be energy strategies and services for new and refurbished homes, and their integration with the overall fabric and design.

Young Engineers’ Network
- The Young Engineers’ Network (YEN) has now grown to well over 1000 members, representing a 30% increase in the last year;
- there are now 11 active YEN Centres across the UK and internationally.

The Employer of the Year Awards
- These awards, now in their third year, were presented in July at Millbank Tower and sponsored by Baxi Commercial Division. The overall winners were Crofton Design consulting engineers. Arup and Couch Perry & Wilkes were runners up, winning the large and medium sized categories respectively.

The CIBSE Technical Symposium
- The Technical Symposium was held at De Montfort University, Leicester on the 6-7 September and attracted 120 attendees;
- this 2-day technical meeting consisted of 49 papers and posters where all of the material was blind refereed, plus a lively plenary discussion on Embodied Energy in Building Services;
- approximately 60% of the presentations were from industry, with the remaining 40% by universities;
- the response of attendees was extremely positive and the event was attended by a healthy number of young engineers. (Where delegates indicated their age bracket on the anonymous feedback form, 45% were under 35yrs);
- the strong support of De Montfort University and sponsorship by Lochinvar helped greatly in keeping the delegate fee accessible;
- papers are now being sought for the 2012 Technical Symposium to be held at Imperial College, London.
Certification
The team provides regular technical support to CIBSE Certification and continue to participate in discussions with both DCLG and DECC in relation to the Energy Assessment and the Green Deal.

Publications and Research
The team contributes to various R&D projects, managing support from the research fund for publications, including revision of Guides A, B and F, and CIBSE TM44, the inspection methodology for air conditioning inspections.

Marketing
The team supports the marketing, press and communications team on media work, public affairs issues and the CIBSE Journal, providing articles for the Journal and other publications to raise CIBSE’s profile and contribute technical input to press releases.

University Liaison
The team works with a number of research active universities, especially in the areas of energy performance and building services related research. Several do not currently run CIBSE accredited courses. This extends our network for developing new knowledge within the CIBSE membership.

CIBSE Technical department is also involved in a number of projects that illustrate our continuing extensive links with universities:

Carbon, Control and Comfort: User-centred control systems for carbon reduction and load distribution. A three-year research project, funded by E.On and EPSRC UK, in collaboration with several UK Universities (Kings College London, DeMontfort University, University College London, Cardiff University, Leeds Metropolitan University, University of Greenwich) aiming to engage social housing tenants in the design of control systems that they like that allow them to create the comfort conditions they want whilst also, through using the technology and fabric of their homes more effectively, reducing their energy use.

CALEBRE
'Consumer-Appealing Low Energy technologies for Building REtrofitting' aims to establish a validated, comprehensive refurbishment package for reducing UK domestic carbon emissions that is acceptable and appealing to householders, specifically targeted at solid-wall properties (classified as 'hard-to-treat'). It brings together world-leading research groups and facilities from the Universities of Warwick, Ulster, Nottingham, Oxford, Heriot-Watt and Loughborough and is investigating a selection of technologies that include electric and gas-fired air source heat pumps, home ventilation heat recovery, energy-efficient vacuum glazing and innovative advanced surface treatments to control temperature and moisture via nano-technology.

REHVA
Having completed his three year term as REHVA Vice-President, Donald Leeper was elected as Chair of Region 1 (France, Germany, Holland, Belgium, Italy, Spain, Portugal and the UK). In recent years, Region 1 has been responsible for a significant amount of REHVA’s output, and a comprehensive review of Region 1’s programme for the next two years has commenced. Derrick Braham and Donald Leeper will be happy to consider with the Council and Board any aspects relating to Europe.
CIBSE SERVICES REPORT

CIBSE CERTIFICATION

The results to date look good, with contribution at the half year exceeding budget. However, a cautionary note is that there are costs still to come in relation to outsourced auditing which is not entirely predictable. It is particularly susceptible to swings in the number of certificates lodged, particularly of the more expensive to audit Level 5 EPCs.

The Certification business is in a very competitive marketplace with aggressive marketing amongst some of the other accreditation schemes as well as some rather clumsily applied auditing requirements from our licensor, the DCLG at the moment. Feedback from our assessors suggests that this is being felt at all levels of the business.

Positive signs are that the market shows signs of building under its own momentum, as awareness of the need for compliance grows. This will be bolstered soon by the mandatory lodgement requirement for air conditioning inspections (expected October 2011) followed by a widening of the scope for certification requirements driven by the re-cast of the EPBD.

Air conditioning lodgements

As a result of assessor dissatisfaction with the CLG lodging system, it is planned to allow our assessors to use the lodgement system offered by Quidos.

Industry movement

Discussions have been had with BRE, ECMK and NHER.

TRAINING & EVENTS

Professional learning is performing as expected. Flexible Learning is performing better than expected due to a large bulk purchase from Tube Lines. The Conference performance is well below budget as there were no events produced in the early part of the year. This is being addressed and focus is being placed on ensuring there is a strong programme of events for the summer and autumn. Two events in July that were a success, one on Legionella with 49 delegates and one on Summertime Overheating with 42 delegates. For the autumn we have 7 more events planned on:

- Low Carbon Retrofit
- Air distribution & Ventilation designs
- New funding mechanisms for sustainable buildings
- Are my energy efficiency measures delivering savings?
- What future for CHP and District Heating
- Data Centres
- DECS

Mid Career College is below budget. This comes from poor course sales. In house course sales are above budget due to a large order from Honeywell and TFL.

With regards to the full year, action has been taken as follows:

- In Professional learning there have been a few changes to income and costs, and £5k has been put in the forecast for development of LEED training. Full year contribution should be close to budget.
- In Flexible Learning, costs have been rearranged to fit in with module development.
- In Conferences, costs have been reduced which should result in a net contribution close to full year budget.
- In MCC costs and income have been rearranged to fit with the course schedule.

**JOURNAL**

The August edition of the CIBSE Journal has just been published. It includes coverage of the Olympic Park, another of Doug King’s Masterclass series, as well as a write up of the Employer of the Year awards, and an advert for the Building Performance Awards. Work is progressing on the September edition which will include the fifth of the CIBSE sponsored building performance case studies.

Both the July and August editions fell below the income forecast for advertising and 2011 continues to be a difficult year for advertising. In particular the CPD modules still are not attracting sponsors and this is having an impact on the overall revenue figures. On the positive side, recruitment figures for the last two months have been surprisingly strong, with July reaching just short of £18k and August, normally a quiet month for recruitment, reaching £13.5k.

The sales team at Redactive also report strong forward bookings for the editions through to the end of the year, and are optimistic that they will achieve income targets, and exceed them to help reduce the income shortfall to date.

Advertising for 2011 so far:

<table>
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<tr>
<th>Edition</th>
<th>Income (before commission)</th>
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<tr>
<td>January</td>
<td>£ 63,436</td>
</tr>
<tr>
<td>February</td>
<td>£ 72,528</td>
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<td>Total</td>
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* Please note that August is before final online figures.

As a result of the above, the forecast currently shows a shortfall in income of around £60,000 for the year. The Redactive sales team do however remain optimistic of closing the gap, and through a strong Autumn expect to be able to reduce the shortfall.

**Supplements and other Initiatives**

The next planned supplement will be the Hotel and Leisure supplement, which is scheduled to go out with the October Journal. We already have a good amount of revenue and the sales team are confident we should reach at least £14,000 booked against the supplement, which will allow it to run standalone, and send a positive message to the marketplace.

A Lighting supplement is also scheduled for later this year, to run with the December edition. It is too early to get an indication of whether this will achieve sufficient revenue for this to be a standalone supplement.

The Redactive sales team are also currently looking at selling advertising onto envelopes, which will be used...
to mail the Journal. This could potentially lead to revenue of £18,000 for a 6 month booking, with apparently strong interest in the marketplace. Provided bookings are confirmed, this will start with the September or October editions. If this goes ahead it will begin to make up some of the revenue shortfall against forecast.

PUBLICATIONS

Published to date in 2011:
- LG5: Lighting for learning (new edition) – with SLL (currently sales stand at over 150)

Imminent titles:
- SLL Lighting for licensed premises (awaiting index, publication and launch in September)
- New Future weather data (nearing completion)
- Guide F Energy efficiency in buildings (in production, publication Oct)
- TM44 Inspection of air conditioning systems. Urgent update requested by CLG in March 2011. Needs publication in October
- Ground Source Heat Pumps TM (final adjustments of draft prior to refereeing) (Nov)

Next titles for publication in 2011:
- KS on Data Centres (Oct/Nov) and Handbook to follow
- KS on Psychrometry (Nov) draft imminent
- Building Operations Manual (Nov/Dec)
- New future weather data.

Other titles not ready for publication:
- Residential buildings factsheet series.
- TM46: Energy benchmarks (see below).
- AM12 CHP (Nov/Dec)
- KS Humidification (co-publication with FETA – has proven very difficult to find a compromise draft that suits both parties)
- Low carbon cooling TM (co-publication with GLA). Draft rejected by referees. Solutions are under review.

Key projects

TM44: Inspection of air conditioning systems.
CLG need an urgent update to address auditing regime and software issues. The project is progressing rapidly.

TM46: Energy Benchmarks
A review of data for around 30,000 DECs has been completed. Only four of the 29 categories need change to the way they are calculated and 4 others need lesser revision. This work is still to be completed and is to be published as an addendum to the existing TM46.

Guide A: Environmental Design
Negotiations with the Met Office regarding access to weather data needed for the update of Guide A chapter 2 are proving difficult over cost and alternative agreed not using raw Met Office data. The A2 Steering Group is now underway with a new Chairman and progressing. Concerns over progress of Health and safety chapter are being addressed. Publication is likely early in 2012.
Guide B: HVACR Systems
Four separate Steering Groups are working on the 4 sections, with an overseeing Steering Group comprising the Chairmen of the Chapters Groups. 3 sections are at early draft stage or better although refrigeration half of new B3 is running late. Noise Group (new B4) is catching up with drafting underway (and with less change necessary. Guide B publication likely early 2012 – planned for same time as Guide A. Inter-relationships between Guides A and B are proving interesting.

BIM project
Initial plans for a publication on BIM are being supplemented by consideration of a much larger project.

PUBLICATION SALES
Sales for January-June 2011 were approximately £120k, about £43k behind budget. The second half of the year is expected to see an improvement – with new publications due, the production and distribution of a new price list and more aggressive and wider marketing. The delay in publication of the more successful titles e.g. Guides B and A, are likely to impact on this year’s revenue.

Top selling titles for 2011 are:
- Guide D: 2010 (204 copies)
- TM44 (184 copies)
- LG5: 2011 (157 copies)
- Lighting Handbook (155 copies)

MARKETING AND PUBLICITY
The quarterly e-newsletter, launched last year, has continued to be issued - distributed to all members, plus non-members who have previously purchased publications. It covers new releases, special offers, plus a ‘CIBSE recommends…’ feature to highlight other publishers’ titles that we sell. The new Marketing team are pro-actively working with Publications to identify new strategies and opportunities.

OTHER ACTIVITY
Energy D with UCL project (EPSRC funded): A simplified tool to assess the impact of the urban climate on buildings and the impact of building developments on their surroundings. Project by Anastasia Mylona agreed in November 2010. Alternative funding to KTP obtained. Student Girdane Virk is starting in October 2011.

CIBSE/UKCIP KTP project:
The use of climate change projections for refurbishment of buildings.

Maria Shamash joined CIBSE in June 2010 as Research Associate and work on this project is underway with quarterly review meetings. Outcomes are currently being redefined.

KNOWLEDGE PORTAL
The Beta testing final phase has been completed. About 150 CIBSE members were selected (many volunteered) and invited to act as testers for the KP. About half then agreed and of those about 50% have provided feedback (the majority using the on-line survey). Also 200 non-members were asked to use and incentivised to purchase products using the KP and feedback. Only 4 actually made purchases.
Quick join

The Helix project to deliver this has been extended to cover the Knowledge Portal so any applications to join coupled with payment will allow instant on-line access to KP.

Data

The main work on updating content and optimizing data will start in earnest in August. This includes updating BSI entries and adding document links across the document set. The taxonomic subject search will be switched off for launch.

The Marketing Plan

This has been presented to the KP group by Tina Cardy, and was discussed with planned activity around the KP for 2011-2012 and agreed. This includes objectives of reduction of membership lapses and targeting of new members. Presentation was made by two agencies on 11 July and appointment of Double Art was made.

Developments for launch

A list of proposed developments required for launch was sent to the software providers, Psycle, on the 4th July. A list of requirements for actioning before launch has been agreed and costed (with detailed costings sought in 2 areas). Proposed developments include:

- Recognition of a new attribute within Integra that allows members access to KP
- Resolution of some back-office issues over reporting of Magento
- Change to KP linking to BSI bookshop to support CIBSE’s affiliation status (to identify income due to CIBSE from transactions of standards made through KP)
- Resolution of issues with some offices’ Firewall
- Support of voucher system
- A number of presentational enhancements e.g. display of members and non-members prices for non-members transactions (increasing awareness of the benefits of membership)

The KP front page is also being redesigned and promotional video being prepared (under Marketing’s guidance.)

The provision of these enhancements to meet the launch timelines requires strict scheduling and delivery, although realistic timescales for delivery, test and bug fix are set. Delivery is set for mid September.

Launch

Members of CIBSE will be given access to the Knowledge Portal from 1 January 2012 linked to payment. Those paying by direct debit will be counted as paid from the 1st January although their payments will not go through until February. Early payers will be given access as soon as they pay after “soft-launch” on 1 Nov 2011 which is hoped will act as an incentive to pay membership subscriptions early. Note: it has now been agreed that all retired members will have full access.

The major risks over launch currently identified and not resolved is the ability of our sub-contractor Psycle to deliver on time. Concerns remain over the delivery schedule and the time for adequate testing. The 1 January launch date should not be at risk.
Strategy

A group and mechanisms need to be established to set development goals for KP in the future (besides its maintenance, up-keep, and analysis for the valuable information it will be providing).

Governance issues relating to the KP are to be handled by PROD. David Fisk has been invited to the next PROD meeting as he now holds the PROD portfolio for the Board.

Resource

The continued assistance of Hart Square consulting has been necessary to assist with the project (and greatly appreciated).

INVESTMENTS

Certification QA system

There is an urgent need for an automated QA system for Certification, partly as a result of the CLG audit visit. (Potential supplier: Somermedia)

Certification APEL system

There is a long running project to produce an automated APEL system. (Supplier: Psycle)

Knowledge Portal

Subject of separate report above (Supplier: Psycle)

CUSTOMERS

Top five CIBSE customers (at June 30th):

- Redactive Media £348k
- TFL/Tube Lines £30k
- Honeywell £27k
- Ove Arup £19k
- Mitsubishi £19k

STAFF

Vacancies
Certification Technical manager vacancy
MCC vacancy

Joiners
Edward Palmer (covering Nicola Hurley maternity)
Sanaz Nazemi (Publications)

Transfers
Anastasia Mylona and Maria Shamash were moved to the Technical Team in July 2011

MARKETING AND COMMUNICATIONS

The Marketing and Communications team has had some changes since the last report. Three babies have been born! Both Nicola Hurley and Nadia Gatter each now have a son and Leeman Robinson now has a
daughter—all born within a few weeks of each other. We now have two of our team members on maternity leave with two excellent contracted cover replacements in place—Ed Palmer on the Journal and Tessa Burrows on Membership Marketing.

Jane Cade returns to CIBSE following her sabbatical in October. She will work three days per week as Marketing Communications Consultant in the team reporting to Tina Cardy.

**Building Performance Awards**

The Marketing team have a close working relationship with our media sales agency Redactive and this is working well. Sponsorship sales have already increased beyond last year with £108k already confirmed. The target of £120k will be met. Table sales are also underway, these will increase alongside entries. The marketing activity has been increased this year including a new campaign to encourage entries—‘Recommend a Project’ which has generated some 15 recommendations for entries. In addition we have produced more email marketing, advertisements, direct mail and online activity. We are also working with the HVCA and CSA to encourage more entries from their membership bases. Alongside the CIBSE Journal, the Guardian has joined us as media partners, this is very good news.

**CIBSE Press Office activities.**

The press office has worked with the Technical Director to prepare and publish articles in Modern Building Services, Energy and Environment Magazine and H&V News. We have also published two technical columns in FM World and more titles are being considered for future issues.

The press office has responded to a number of journalist enquiries including Building magazine and the Sunday Telegraph. Hywel Davies was quoted in Building magazine.

There is a project underway to create a full CIBSE programme with the Business Channel to be aired on SKY, free view. The content and details of the project are currently being reviewed but the programme is scheduled for airing in January 2012. It is likely to include interviews with Hywel Davies, Technical Director and at least one other CIBSE representative.

Press releases have been issued on DECs, Graduate of the Year, Employer of the Year, Technical Symposium, Lighting for Licensed Premises Guide, SLL masterclasses and the Building Performance Awards. The release on the DECs survey, where CIBSE owned the information, was particularly successful gaining very good coverage in the trade press.

The Press office has delivered the CIBSE fortnightly e-newsletter, quarterly technical bulletin (in conjunction with technical department), and weekly press updates of CIBSE mentions and news round-up. CIBSE has a growing audience on twitter and timely tweets are sent out each week.

**CIBSE Journal**

In terms of revenue, summer has been a challenging period, with July and August performing poorly in terms of advertising revenue. However, September has proved a stronger month, aided by the standalone Hotel and Leisure Supplement. Current forecasts, based on a pessimistic scenario, leave a £44,000 deficit in advertising revenue. Our media sales agency Redactive continue to explore new revenue streams including selling advertising space on the Journal envelopes and a ‘CD tip-on’. Expenditure remains in line with budget forecasts, with some additional savings being made on international mailing costs through the acquisition of ‘periodical’ status in the USA.

The Journal content continues to cover the range of news, analysis, comment, features, technical articles, regulatory advice and learning tools, notably including:

- Case studies: the penultimate of the CIBSE-funded case studies (Canon Bridge House) was published in August and, like the others, well received;
- Doug King’s bi-monthly masterclass;
- A 28–page Hotel and Leisure supplement accompanying the September issue, particularly focusing
on the innovative use of modular construction in the hospitality industry; and
- Features on topics such as energy use at the Olympic Park, new guidelines on workplace lighting and issues surrounding the performance of heat pumps.

The Journal continues to report on and support CIBSE events, conferences and publications – and has been used to promote and report on the Technical Symposium, Building Performance Awards and Graduate of the Year, as well as promoting discounts and offers on CIBSE publications where relevant to specific articles.

Websites.

A main work stream for the Web Manager is the continuing testing/development of the Knowledge Portal. We are also looking at implementation of a microsite system before the end of 2011 for use by the region/groups/societies or for any future one off campaigns. There will also be a strategic review of where the main CIBSE website sits in relation to the Knowledge Portal and other microsites and whether to continue long term with the current Content Management System.

Other workflow includes ongoing updates to the CIBSE and related sites, adwords campaign for CIBSE Certification, overseeing the bulk email system and managing its use by external users such as the regions and groups plus daily ongoing web support.

Knowledge Portal.

This is a priority work stream for the dept. We continue to work closely with the CIBSE team to deliver the marketing strategy for KP towards a soft launch in November 2011 as part of the member renewal process. The activities include a digital take a tour video to be used across digital channels, a marketing collateral piece to accompany renewals correspondence, a redesign of the KP home page plus online and print advertisements. The portal will also be featured in the Journal editorially. We will also be developing a social media strategy that will be rolled out in 2012 that will drive traffic from existing and new audiences to the Knowledge Portal.

A powerpoint presentation has been created to use at events which provides a brief taster of the Knowledge Portal - this could also be used in our network groups and regions.

Membership Marketing.

This is a priority work stream for the Dept. We recently completed a Group Membership Survey where we contacted all non-members within our CIBSE Groups to gain insight into their views on CIBSE membership and their thoughts of the new Knowledge Portal. The survey was sent to approximately 14,000 contacts which created 336 responses (2.4%) which by industry standards is a good response. A total of 209 (over 60% of the respondents) were interested in CIBSE Membership. 239 of the respondents already had some awareness of the Knowledge Portal and 244 respondents believed that it would be good or excellent value. The membership department are now following up the 209 respondents interested in CIBSE membership.

Marketing

The team continues to work closely with all departments to encourage a more strategic approach to marketing and develop tactical marketing plans.

A standard presentation has been developed for new starters in CIBSE informing our cohesive brand focus and explain the function of the marketing department.

The Marketing Communications Planner is now functional and will shortly incorporate a reporting function to further evaluate and hone the effectiveness of our marketing efforts and our ability to recognise trends and patterns.

The Training & Events team have re-instated the Training & Events E-newsletter. We have also worked closely with internal departments to produce Membership and Certification brochures (initially used at the Energy Event). The brochures are now being refined based on feedback and initial use to ensure
effectiveness.

**Exhibitions and events**

The team recently managed Energy Event providing logistics, collateral and personnel ensuring that CIBSE was represented as a cohesive brand ‘everyone committed to making buildings word’. We are now managing the upcoming M&E exhibition and Ecobuild in 2012.

We also provide support to all CIBSE HQ events including the recent Technical Symposium by providing design and marketing services, producing programmes and PR. Up and coming events include the Presidents Dinner and the Annual Lecture.

We are also currently providing overall management of the delivery of the Graduate of the Year Awards ceremony in association with IMECHE.

**SUPPORT SERVICES**

**Membership Renewals**

The preparation for the Membership Renewal process for 2012 is well underway. An additional payment option is being offered whereby members can pay in three instalments by Direct Debit, although without any discount on the subscription rate. The existing Direct Debit option – to pay by a single Direct Debit payment at a reduced rate – will continue to be available.

The renewal process is receiving particular attention this year in view of the 10% increase in subscriptions to support the Knowledge Portal and other developments. This will make it particularly important to convey the value of CIBSE membership in the renewal documentation and there has been substantial input to the process from the Marketing and Membership departments. The renewals will be issued during November.

**IT systems**

A further review of the Institution’s CRM and wider IT strategy is planned for 2012, although it is not anticipated that any new CRM system would be implemented before 2013. Existing systems continue to be updated as appropriate, including an upgrade of desktop PCs from Windows XP to Windows 7 during October 2011.

**Carbon 60 Project**

Work on the monitoring and display system for energy use in CIBSE HQ and the Building Services Centre had not been completed at the time of writing, but it is anticipated that the system will be available in the Conference Centre foyer in the near future.

**ACCOUNTS DEPARTMENT**

Finance Director Stewart Gilmour is unfortunately off work. On a positive note, however, the robust systems implemented by Stewart are allowing the routine functions of the department to continue effectively in his absence.

Management accounts have continued to be issued on a monthly basis for both CIBSE and CIBSE Services, and first and second forecasts for the year have been produced.

The budget process for 2012 is well underway with a first draft having been produced for discussion, well ahead of the Finance Sub-Committee meeting of 1st November.

Recruitment processes are also in hand to replace Shona Willoughby, who left the department in September, and David Hayes, who will be moving on in October.