### Present & Signed the Register:

Peter Kinsella (President in the Chair)

### Apologies for Absence:

John Aston, Laurence Aston, John Bashford, Sarah Davis, Robert Diamond, Bryan Franklin, Michael Gribben, Steve Hall, Chris Jones, Martin Liddament, Stuart Macpherson, Derek Mowlds, Chris Northey, Eric Roberts, Ian Small, Tony Sung, Mariana Trusson and Dave Wigley

### In Attendance:

Stephen Matthews, Stuart Brown, Carilyn Clements, Hywel Davies, Stewart Gilmour and Lucinda Waits

## 1 WELCOME AND INTRODUCTION

1.1 Peter Kinsella welcomed members, and in particular Council’s guests; Victor Cheung (President) and Monica Yuen (Chief Executive) of the Hong Kong Institution of Engineers; Tom Phoenix (President) and Jeff Littleton (Executive Vice President) of ASHRAE. Attention was drawn to the Apologies for Absence notified for the meeting.

## 2 ASHRAE

2.1 Tom Phoenix, President of ASHRAE, addressed Council. He and Jeff Littleton had been in the UK since the beginning of the week and had participated in a number of meetings and positive discussions. He conveyed greetings from the ASHRAE Board of Directors and referred to the ongoing co-operation between ASHRAE and CIBSE. In particular, he expressed his support for the CIBSE-ASHRAE programme to encourage joint membership of the two organisations, and thanked the Institution for his own recent election as a Fellow of CIBSE. He referred to the joint meeting with IMechE held the previous day, at which he had outlined his Presidential theme of people, passion and performance.

2.1 Tom Phoenix went on to note the common emphasis on Building Performance, which had been discussed at the CIBSE-ASHRAE liaison meeting and which was a primary goal this year for ASHRAE. He referred also to ASHRAE’s new strategic plan which focussed on the need to connect, educate, expand and adapt. Adaption in particular was a key issue which required collaboration to increase the usefulness of our information.

2.2 It was noted that ASHRAE had been active outside the USA since its inception, with a number of associate society alliances with societies around the world, many of which attended the ASHRAE winter meeting. The first ASHRAE Chapter outside USA had been established in 1994.
2.3 Reference was made to the International Code Council which influenced building codes both within the United States and elsewhere, and it was noted that an MOU had been established with ASHRAE to combine their Green Code with ASHRAE’s Green Standard. This was seen as a huge step forward, with ASHRAE taking responsibility for technical content. Efforts were also being made with ICC and home builders to coordinate numerous codes on energy savings in residences, and it was noted that the Indoor Air Quality Association had now become part of ASHRAE, though it would retain its identity under the ASHRAE banner.

Finally, Tom Phoenix referred to the importance of the skills of engineers in maintaining the quality of life in the face of dwindling resources and resources. CIBSE was one of ASHRAE’s most valuable partners and he looked forward to further cooperative working in future.

3 HONG KONG INSTITUTION OF ENGINEERS

3.1 Victor Cheung, President of HKIE, address Council, which he had previously attended as Chair of CIBSE Hong Kong Region. As a Building Services Engineer, he was very happy now to be visiting CIBSE HQ as HKIE President. HKIE had over 32,000 members, of whom around 4,500 were Building Services Engineers, being the fourth largest chapter within the Institution. He also noted that 2,500 of those members were also CIBSE members, and that close working relationships continued.

3.2 Victor Cheung went on to express his support for collaboration, with CIBSE Hong Kong also working with ASHRAE, as did HKIE. He had visited a number of other Institutions during his visit to the UK, and had encountered similar challenges to those in the UK, particularly in terms of attracting more young people into the profession. The need to inspire the young would be a particular theme of his presidency, and he referred also to the need to engage with parents and teachers as well as young people. In conclusion, he noted that there were great opportunities to increase collaboration in future.

4 MINUTES OF THE LAST MEETING

4.1 The Minutes of the Meeting held on 12th June 2014 were approved, subject to noting the following additional points which had been raised during the meeting:

a) to note the importance to the Institution of recognising and engaging with members and volunteers, as much as with the industry; and
b) to note the importance of encouraging Affiliate members to progress through into the qualified grades of Institution membership.

5 ISSUES RAISED FOR DISCUSSION BY COUNCIL MEMBERS

5.1 Peter Kinsella introduced the item, confirming that from the topics considered for discussion by the June Council meeting, the following two issues had been selected for consideration at the current meeting:

a) What does Council consider to be the main threats and opportunities for CIBSE, to inform the Board’s consideration of the Key Issues document?
b) Does Council support a greater emphasis in the Code of Conduct on the promotion of diversity, equality of opportunity and the elimination of discrimination?

5.2 Council then divided into break-out groups to discuss these issues in more depth. Following those discussion, the meeting reconvened and the four Group Leaders provided feedback as set out below. More detailed feedback, submitted by Group Leaders following the meeting, is set out in Appendix 1.
5.3 Gay Lawrence-Race thanked her group for their input and reported on a range of potential threats identified under the headings of public perception, industry perception, competition and possible weakness. Opportunities existed for the promotion of the Institution’s brand and the development of its knowledge, in addition to a number of external opportunities. These are set out in detail at Appendix 1.

5.4 Regarding the Code of Conduct, Gay Lawrence-Race’s group felt there was a case for rewriting the Code from scratch. It had also been suggested that the term ‘inclusive’ was preferable to ‘diversity.’ CIBSE should take account of the need to meet EC and RAEng requirements in reviewing its Code, should look at best practice elsewhere, and should consider what was the ultimate purpose of the Code.

5.5 Cathie Simpson introduced the feedback from her group, highlighting a number of potential threats including poor perception of volunteer engagement, lack of awareness of routes to corporate membership, lacking sufficient breadth and influence, government policy, and resources. There were opportunities to make members feel more valued, to build teams across the industry, for international growth, to provide media spokespeople, and to take the lead in the built environment.

5.5 Regarding the Code of Conduct, Cathie Simpson’s group felt that the wording needed to be more positive about what would be done, rather than what we would try to do. The Code needed to be positive, should take input from best practice wording and should be reviewed more regularly. The potential for positive discrimination had been discussed, and the Code should be accessible and available. It was felt there was discrimination in the industry in respect of different skills, and different aspects of the supply chain, and this ‘pecking order’ should be challenged.

5.6 John Field presented the feedback from his group. A range of threats had been identified, including demographics, gender balance, lack of Building Services courses and sustainability skill set, climate change, the title Building Services Engineer, pressure on volunteers, Government, membership communication and ASHRAE standards. Many threats could however be turned to opportunities, to broaden membership, communicate the value of membership, raise funds for research, engage with stakeholders and tackle key issues such as BIM.

5.7 Regarding the Code of Conduct, John Field’s group had supported strengthening of the Code, but the wording ‘promotion of diversity’ had not been supported by a majority. The issues were covered by legislation, but the aim should be to exceed the legal minimum. More positive language was suggested (such as ‘promote’ rather than ‘seek to’). Possible legal implications should be considered, as should the potential for members to confirm their commitment to the Code regularly, such as in the renewal process.

5.8 Tadj Oreszczyn introduced the feedback from his group, which had discussed several matters already raised. Many issues could be either threats or opportunities, and the group had highlighted the role of Architects, whole life performance, BIM, communication, the Institution’s name, relationships with areas such as Façades, and the possibilities for developing wider interaction within CIBSE. Volunteering, the lack of a protected title, and the relationship with BIFM and RICS were also raised.

5.9 Regarding the Code of Conduct, Tadj Oreszczyn’s group had discussed a possible rewording to highlight the need to be fair, inclusive and respectful. The existing wording probably predated current legislation, and now needed to go further than the legal minimum. It was felt that the message should be positive, rather than being included in the 'shall not' section of the code.

5.10 Peter Kinsella thanked the groups’ leaders for their work, and all members for their input. The full content of the sessions would be included in the notes, and would be assembled and considered further following the meeting.

**ACTION: SB**
6 REPORTS FROM OVERSEAS REGIONS

Australia and New Zealand

6.1 Peter Kinsella presented the report on behalf of Ian Small, Chair of ANZ Region, noting that the AGM had been held in Melbourne in May during the ARBS exhibition. The exhibition had been very successful with record attendances and CIBSE ANZ had provided a stand. Sadly, two former Region Chairs, Jack Pirie and Mark Griffin, had died during the year. Key issues for the Region were the formation of a board of governance, revitalising chapter committees to better serve members, and the incorporation of the Region as a corporate body in New Zealand. A technical seminar series involving Rod Bunn and Hywel Davies on soft landings was planned, as was the formation of a liaison group in New Zealand with IPENZ, and extending the panel of CIBSE interviewers. The Building Services economy varied greatly throughout the region with some areas performing well whilst others did not.

Hong Kong

6.1 PL Yuen presented the report, drawing attention to membership growth activities in Hong Kong and in mainland China. A range of activities were described, and significant growth of 11% in 18 months had been achieved with many new Fellows and Members. CIBSE membership was well recognised by Hong Kong employers, and parallel recognition with HKIE was noted. There were strong links to HKIE and to local Universities. Successful joint symposiums had been held in China and Hong Kong with good participation. The regions continued to work with ASHRAE, and looked forward to the visit of the CIBSE President Elect and Chief Executive in November. A range of seminars and visits were being held, and sponsorship of research was being undertaken as well as a number of social activities. Plans were in hand for the 35th Anniversary of the Region, and there was a focus on encouraging equal opportunities and recruiting more women to the profession. The YEN was working well and helping to promote CIBSE. The Region remained a key contributor to government consultation. Links to the provincial government and academia were positive, and the Region's strategic planning summary was outlined, reflecting the overall CIBSE strategic plan.

CIBSE Ireland

6.2 Sean Dowd introduced the report, referring to the schedule of CPD and social events that had been held over the preceding year. The Irish Lighter and Young Lighter awards were noted, and two bronze medals had been awarded within the region. Reference was also made to support for the SDAR journal. The Annual Lunch in December 2013 had attracted 200 and had been followed by successful membership and interviewer workshops in January 2014 which it was hoped would be repeated. A very positive visit had been undertaken to University College Dublin in February, and the SDAR awards had been held in March. Other activities included a lecture on the new Building Control Act, the SEAI energy show, and the Student Awards at Bolton Street. The CIBSE Technical Symposium in April had been very successful, as were the YEN barbecues in Dublin and Waterford and the social golf event in September. Future events noted, including plans for a major event at Croke Park next May.

7 CHIEF EXECUTIVE’S REPORT

7.1 Stephen Matthews introduced the report, and invited Carilyn Clements to present on the membership aspects. Membership numbers stood at 20,468 after the annual lapsing process and the work done to bring lapsers back into membership was noted. Most who lapsed had held membership for less than two years; the longer membership was held, the less likely it would be allowed to lapse. Retention of corporate members was very good, but there was a high 'churn' rate amongst Affiliates and Students.
7.2 Stephen Matthews reported that only two Institutions showed growth in Engineering Council registrations, those being CIBSE and IMechE. Free student membership had been positive, but the rate of lapsing from this category was high. The high number of applications from Hong Kong was noted.

7.3 In response to questions, it was noted that there was no evidence of people joining for one year, and allowing their membership to lapse after downloading the full range of publications available free to members. In general, few members downloaded a large number of documents.

7.4 Attention was drawn to the 2015 Technical Symposium to be held at UCL. Good quality papers were being received, and this event continued to show the way forward for the Institution. It was proving hard to get members to sign up for the forthcoming Leadership Conference, with 49 delegates so far. This event could not be held in future if the take up was insufficient, and whilst there was no financial risk to the Institution there was a reputational risk. All members were encouraged to consider attending.

7.5 The Building Performance Awards would be held on 10th February, and again it was important to promote attendance. Sponsorship was strong, but it was difficult to increase attendance amongst members. All were asked to promote the event wherever possible.

7.6 Regarding CIBSE premises, a schematic had been produced to clarify the scope for a new HQ building on the existing site, however a suitable financial model for such a project remained to be identified. The current office building was however badly out of date and far from ideal, and the conference centre was also tired and in need of improvement.

7.7 In response to questions, it was noted that long term premises options at the Building Centre appeared remote however the Institution continued to have a small room there which could be used for CIBSE meetings. It was noted that other central London premises options did not appear affordable. Possible collaborations over premises with other organisations continued to be monitored.

7.8 It was noted that Shaun Fitzgerald and Mike Simpson had been elected Fellows of the Royal Academy of Engineering, which was much welcomed. It was hoped that many more CIBSE members would be elected FREng in future.

8 NEW INITIATIVES

Council Leader

8.1 Nick Mead explained that as President Elect, he had accepted the role of Council Leader. He had undertaken to initiate and update a log of items raised for consideration at Council, and would be a focal point for issues raised for discussion. He anticipated that some items raised could be handled outside Council meetings, by email or a paper for information, and that more substantial items would be considered for discussion at Council meetings. The objective was to ensure that issues were not lost, and were closed out in an appropriate manner. Members were requested to direct issues through Nick Mead, and to avoid excessive email traffic to large numbers of recipients. Members were also asked to respect the pressure of work on the President Elect, and to avoid causing an overload.

CIC Green Construction Panel, Green Construction Board, Trees and Design Group

8.2 George Adams reported on these items, noting the intention to move to the word 'sustainability' rather than 'green.' CIC had set up the Green Construction Panel to look at a range of UK Built Environment Issues, and George Adams had been appointed as its Chair. Twelve subjects had been identified for action, each of which would have task leaders operating networks, and an action plan developed. The first meeting had been held in September and 10 of the 12 task leaders were in place. George Adams had now also been asked to represent CIC on the Green Construction Board from November.
8.3 Regarding the Trees and Design Group, George Adams explained that this sought to encourage collaboration between professional bodies to bring built environment and urban planting together. Adaptation to climate change was a central theme, and documentation in support of its work had been published on the web. There was significant potential for energy savings, a reduction in the heat island effect and to improve environments. He also drew attention to the Class of Your Own adopt a school scheme, which Graham Manly had done much to take forward, and which was now being built upon. It was hoped to integrate this with the Green Construction Panel and the new CIBSE Sustainable and Adaptable Cities Group. It was agreed that copies of the slides use by George Adams in his presentation would be made available to Council.

**ACTION: SB**

**BUILDING INFORMATION MODELLING**

8.4 Hywel Davies reported on developments, noting that from April 2016, the government would require the use of Level 2 BIM for all centrally procured government contracts. There had been much activity over the previous nine months and a range of documentation was available. The Digital Plan of Work was also underway, with a significant sum of money put up to develop it. The first phase of this had involved three contracts, one of which had been awarded to the C8 group of Institutions led by CIBSE. All three projects had produced detailed work on what was needed to inform the second stage bid to deliver a free DPW tool. Stage 2 of the project would be undertaken by RIBA Enterprises, it having been agreed that C8 could not bid for that work. It was also generally agreed, however, that the £1m funding was not sufficient and that the gap needed to be addressed by commercial businesses. Government had made it clear to RIBA Enterprises that it must work with the Institutions, and it was felt that the previous C8 had demonstrated to government the ability of the Institutions to work together and play a positive role. Meetings would be held shortly to consider how collaboration could be taken forward. Hywel Davies was asked to provide a written summary of this report, he noted that some aspects were sensitive and confidential, and that this is a rapidly evolving matter. The minute above summarises the oral report. The Final C8 report is available to Council members on request.

9 **ANY OTHER BUSINESS**

**Facilities Management Group**

9.1 It was noted that a paper had been provided with the information pack updating members on the work of the Group, which had 5,500 members and was very active. It was hoped to develop joint events, and the opportunity presented to CIBSE by facilities management was stressed.

**Potential Fellows Network**

9.2 Geoff Prudence referred to a recent Fellows event, and expressed the hope that a CIBSE Fellows Network could be established. He undertook to take this proposal forward.

**ACTION: GP**

**Publications**

9.3 It was noted that AM15 on Biomass Heading would be launched during the following week and would go live on Knowledge Portal.

10 **DATE OF NEXT MEETING**

10.1 It was noted that the next meeting would be held on **Thursday, 12th February 2015** at 1.30pm.
DETAILED FEEDBACK FROM COUNCIL BREAK-OUT SESSIONS

Appendix 1

Group Leader - Gay Lawrence-Race

Question 1 – Threats and opportunities
There was a general view that each threat had a corresponding opportunity and vice versa.

Threats

Public perception
- Lack of general interest in engineering
- Few women in engineering still
- Poor public brand image of building services
- Use of social media – twitter feed

Industry perception
- Could become marginalised
- USA (ASHRAE) standards used for BIM
- Differentiation / Key message?

Competition
- Proliferation of other Institutions: overlap of areas of interest – why choose us?
- The scale and size of other Institutions (eg IET) – threat of takeover
- Attracting young engineers - they are going elsewhere – because of key topics and perhaps cost?
- Companies doing more in-house training – so don’t need ours – do they need CIBSE still?
- Growth of the FM sector – In last 15 years has seen enormous growth. Overlap. How should we link? Who will step in if we don’t?

Potential weaknesses
- Monitoring our membership – changes and balance across grades
- Conversion to membership of affiliates and students
- Loss of volunteers
- Communication with members
- Losing focus on what we do – complacency
- Trying to do too much
- Not keeping ahead

Opportunities

External
- Exploit new ways of working: Design & Build / Offsite manufacture etc
- Map related Institutions in Engineering and the Built Environment sectors – identify overlaps and gaps
- Collaborate with other Institutions / organisations eg RIBA
- Opportunities for amalgamation / takeover?
- Building services courses are rebranding as architectural engineering – what can we learn from this?
- BS courses are closing – can we help establish new ones / help existing ones more?
- Support STEM more / joined up thinking / link with careers panel
Brand
- Define ourselves better – what do we do? What does it mean?
- Promote the CIBSE brand better – where can we get the message to outside our immediate circle in the CIBSE Journal.

Knowledge and Leadership
- Widen the membership – still perceived as for designers. What do we offer for other sectors?
- Greater involvement of members
- Widen the use of the Knowledge Portal – use social media. Improve search mechanisms. Have ‘apps’
- Take a lead on energy and energy benchmarks
- Take a lead on soft landings – support members
- Take a lead and maximise opportunities on renewables, biomass, solar thermal
- Lead on green buildings, utilise the knowledge in the member base better
- Retrofit of existing building stock – incl heritage buildings

Question 2 : Code of Conduct
- Better wording: ‘inclusive’ rather than ‘diversity’
- Code of conduct needs to be reviewed and updated
- Review core values
- Define the purpose and objectives of the Code of Conduct
- What is the outcome – what is it used for – would it be used for disciplinary sanctions?
- Review what others are doing and saying and the up-to-date guidance from eg EC, RAE etc
- Regular review should be done
Group Leader – Cathie Simpson

ISSUE 1
What does Council consider to be the main threats and opportunities for CIBSE, to inform the Board’s consideration of the Key Issues document?
The group recognised that a threat can be the alternative view of an opportunity and so attempted to identify an issue from which threats and opportunities could be identified.
The group’s discussions fell naturally into three areas:

• Member (internal) issues
  o Threats
    ▪ Poor perception/experience of volunteer engagement
    ▪ Lack of awareness of non-standard routes to corporate membership
  o Opportunities
    ▪ Make members feel valued
    ▪ Utilise vast volunteer resource
    ▪ Increase involvement of young engineers
    ▪ Facilitate member upgrade routes
    ▪ Increased collaboration with industry stakeholders ie manufacturers, FM, research, training etc

Key Message: MEMBER ENGAGEMENT AND VALUE

• Public (external) issues
  o Threats
    ▪ How CIBSE is perceived (too narrow)
    ▪ Narrow sphere of influence (improve breadth of influence on built environment)
    ▪ Resources and funding
  o Opportunities
    ▪ Comprehensive breadth of members’ experience
    ▪ International growth (membership and built environment)
    ▪ Rapid response to built environment issues (matrix of CIBSE contacts to facilitate rapid response to media enquiries)
    ▪ Expertise in all of built environment life cycle (Design, Operation, Maintenance, Monitoring and Recycling)
    ▪ Greater involvement with Facilities Management

Key Message: LEADERS IN BUILT ENVIRONMENT

• Global issues
  o Threats
    ▪ Government policy (content and speed of change)
    ▪ Resources and funding
  o Opportunities
    ▪ Changing energy resource scene
    ▪ Future proof the built environment
    ▪ Health and well-being within the built environment

Key Message: LEAD NOT LAG

ISSUE 2
Does Council support a greater emphasis in the Code of Conduct on the promotion of diversity, equality of opportunity and the elimination of discrimination?

The group considered their own experiences on this issue and its potential influence on the perception of whether discrimination did or did not exist.

The group considered how to address question without basing the response on personal experience.

- Positive wording instead of ‘attempt’ use active language ‘will promote’.
- Be aware of unconscious inflexibility in procedures and practices
- Adopt at least best practice wording
- Adopt industry metrics to monitor and compare
- CIBSE Professional Practice Committee (PPC) to review Code of Conduct at least bi-annually
- Avoid positive discrimination to preserve equality (linked to flexibility of practice and procedures) – achieve diversity by accessibility and awareness rather that quotas
- Increase awareness and accessibility to enable choice but be aware that they may not result in an increase in diversity as target members may choose to go elsewhere
- Whether opting in to CIBSE or out of CIBSE respect choice
- Address skill discrimination within our own profession ie site pecking order, manual vs skilled labour vs academic qualifications.
- Address supply chain discrimination within our own profession eg. design is perceived to be superior to technical sales.

**Key Message:** YES
Group Leader – John Field

Issue 1: What does Council consider to be the main threats and opportunities for CIBSE, to inform the Board’s consideration of the Key Issues document?

Threats
- Demographic concerns although acknowledgement we are not the worst
- Low number of women in the membership mix
- Lack of Building Services Courses
- Lack of skill set in sustainability issues
- Appeal of ‘Building Services Engineer as a career title
- Value of being a CIBSE member
- Pressures of volunteers
- Climate Change - both a threat and an opportunity
- Government position in professional bodies
- Member communication
- ASHRAE - seen as a threat and an opportunity

Opportunities
- YEN
- Opportunity to broaden membership - FM, Lighting, Chartered Environmentalist
- BIM - helping to build collaboration
- Stakeholder engagement
- Participating in lobby groups
- Raising funds for research from member and organisational donations
- Climate change - opportunity to led the debate in building services
- ASHRAE - model their 53K worldwide membership
- Standards writing
- Growth in membership collaboration
- Collaborative projects with a commercial focus

Issue 2: Does Council support a greater emphasis in the Code of Conduct on the promotion of diversity, equality of opportunity and the elimination of discrimination?

Note: The one relevant part of the Code is Item 8 which states (under Members shall:) 8. Seek to promote equal opportunities.

2.1 Results of a vote on the question
After discussion at the end of the half hour on this issue a vote was taken on the above by Group members excluding CIBSE staff - the question was exactly as above but with the Group substituted for Council. The results were:
Yes - 4  
No - 4  
Abstain - 3
Two members (one No and one Abstain) said that their vote was due to the words "promotion of diversity".

A further vote was therefore taken on the simpler question: Does the Group think the wording of the Code of Conduct should be reviewed with a view to strengthening it? The results were:
Yes - 9  
No - 2  
Abstain - 0

2.2 Members suggested that wording used by other organisations should be reviewed and that metrics used for assessing progress should also be reviewed and adopted. It was noted that the RED Group exhibited very low diversity of gender, ethnicity and age.
2.3 Is this Code item prescribed in law anyway and therefore unnecessary? This was thought not to be the case as in the UK and elsewhere in the world members "should strive to exceed local practice". <Is this last statement within the code of conduct?>

2.4 Possible wording changes were suggested which would render further changes unnecessary - delete seek to and add for all: Seek to promote equal opportunities for all.

2.5 How about including under "Members shall not:" an item as follows "Discriminate on the basis of gender, race, age or region...". It was agreed that this negative code item would not be helpful and may open CIBSE to liabilities in disputes if organisations pass off responsibility for discrimination onto CIBSE.

2.6 It should be clarified members have to re-commit to the Code of Conduct annually on renewal - specifically if paying by Direct Debit which is automatic. It was also not clear if there is any active monitoring of compliance with the code, other than its us at times of dispute.
Group Leader – Tadj Oreszczyn

Issues raised for Discussion by Council Members

1. What does Council consider to be the main threats and opportunities for CIBSE, to inform the Board’s consideration of the Key Issues document?

The change in roles and responsibilities of architects over the last two decades was thought to offer an opportunity for CIBSE. Traditionally architects were treated as a threat but as they have moved more towards design and away from overseeing the whole project this offers an opportunity for CIBSE to clearly state their role in areas such as low carbon design, and our role in leading some projects, etc.

CIBSE should also promote itself as “Kings of Whole Life Performance” and drive forward the agenda in this area. This should include publication of a series on performance in use (including simple metrics).

The main threat to the above and in general was that as a profession we were “rubbish” at communications and promotion, particularly using social media.

It was thought there was a real opportunity to raise CIBSE’s profile by stating clearly what building services is and that the fact we lead on “Energy” and “Smart” and “Integrated Fabric and Services Design”. We are about making “Buildings Livable”.

CIBSE should make greater use of visual aids, this could include creating a video which demonstrates to the public what building services is by using the analogy of the human body. Also suggested was an App which would make accessible to the public some of what CIBSE does, for example an app that when you pointed your phone camera at a building, you were displayed its energy performance, etc?

It was felt that CIBSE should review what it stands for then look to see if we should change the CIBSE name not the acronym. Should we expand the remit of CIBSE?

- How do we relate to Chartered Environmentalists (does CIBSE have any pubs that are relevant to their membership, etc.)
- Façade Engineering
- FEM
- Also why do we not have a Special Interest Group in Mechanicals? (Where we demonstrate that we cover more the Mech Eng.)

There was concern that the fact that the term “Engineer” was not protected in law compared to “Architect”, it was probably too late to fight that battle?

A key threat was thought to be the time that members have to volunteer to support CIBSE activities. BIFM and RICS was seen as a possible threat to our current and planned coverage of facility management.
2. *Does Council support a greater emphasis in the Code of Conduct on the promotion of diversity, equality and the elimination of discrimination?*

   *This currently states that “Members shall: Seek to promote equal opportunities”*

The recommended reword for the Code of Practice was “Members shall be fair, inclusive and respectful.” It was acknowledged that writing text for a code by a Council Group was probably not a very good idea instead what was more important was the issues discussed. These included the following:

1. It is important that issues associated with Code are presented positively and therefore it was thought nothing should appear under the “shall not” category. It was thought that anything that should be put in the “shall not” section is now probably covered by legislation.
2. Equal opportunities are now legislated and we need to be seen to be more positive than the legislation.
3. “Fairness, inclusion and respect” are all words which probably capture what we may want to use.

The Code of Conduct relates to what individuals do whereas much of the discussion focused around what the Institute should do, this included the following:

1. Promotion that the Benevolent Fund can be used to support individuals to return to work following maternity leave. On-line information could also provide support.
2. It was thought that we should also encourage good building design that did not discriminate. CIBSE should be going forward and seen to be going forward on this agenda.