THE CIBSE COUNCIL

Chief Executive's Report

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INTRODUCTION

I commend this report to members of Council because I believe it represents the significant range of activities, many of them new, to the Institution. Certainly the pace of change and commitment appears to be even greater in 2011. It is true that in these economic hard times we have trimmed our in-house spend by monitoring third party expenditure and reducing resources wherever we can but we are equally committed to driving-up membership benefits, meeting the challenge of low energy solutions and regulation but also in attracting new members and doing new things too!

So to some of the “new things” for 2011:

Technical Symposium  We have been very pleased to have well over 120 technical abstracts for our Technical Symposium at De Montfort University on the 6/7 September. We have invited 50 Papers to be presented as well as 20 Posters. We anticipate prizes will be awarded for best Papers and Posters and we hope that the Industry will be well represented to hear of all the research that is going on. It should be a wonderful way to showcase this vital research and further establish links between many of the Universities, industry and the Institution.

Knowledge Portal  The development of the Knowledge Portal (Version 1) ready for its launch, later this year, is currently on track and is being evaluated by our beta testers. 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. At the same time we are developing a marketing strategy to gain new members and to improve our retention rates on the back of the Knowledge Portal launch.

International Vice Presidents  Of some significance in the development of the Institution is having two International Vice Presidents, this year Peter Kinsella from Australia is joined by Peter Wong from Hong Kong with the third, George Adams from Borough making up the trio. Not only does this send a powerful message to the International community but also demonstrates the importance of the International influence of the Institution. I am sure we wish all three an excellent and rewarding year.

YEN Conference  In April, the Scottish Region hosted our first YEN Conference attracting delegates from ANZ and Hong Kong. Our President Rob Manning attended with support from other senior members and staff. This was a significant development for YEN and our international aspirations. The enthusiasm and vitality of YEN is a wonderful tonic for those of us who sometimes find progress can be rather elusive. All the reports coming back were very positive.

Naturally, there have been other significant events within CIBSE. Recently the Board enjoyed its now annual Away-Day at Cumberland Lodge which allows the Board and senior staff to get to
know each other a little better, have a day discussing matters of import and have the first Board Meeting for the new President, Andy Ford. This year we discussed delivering a growing and international Institution. Andy in his Presidential address focussed on broadening and deepening the membership – Andy will be further explaining his vision so I will not steal his thunder. The two additional and complementary priorities will be International development and YEN. These activities will need to have plans, resources and structure for 2012 and beyond.

As we enter almost the mid-year we take stock of our financial performance, review our budget and revise our forecast for the second half of the year. I am pleased to say that currently, although there have been some variations we have a gap to close, we still anticipate being close on budget. Trading conditions continue to be difficult and quite volatile. I would like to record my thanks to all the officers and staff involved in CIBSE Services Ltd – it has been an interesting ride!

Recently Jacqueline Balian has decided to leave us for an exciting new post in Ofgem, working on the Renewable Heat Incentive. Jacqueline leaves a legacy of enthusiasm and drive and as Managing Director of CIBSE Services she can be proud of what she has achieved. We all wish her well in her new endeavours.

Our work with the Royal Academy of Engineering and Building Engineering Physics continues. Candidates for the two new Visiting Professor’s posts at University College London and Loughborough University have now been identified and are in the academic recruitment process. We hope that the RAEng and CIBSE will be able to make an announcement soon. As an aside I have found the recruiting process a real insight – the candidate needs to meet the academic criteria of to make the grade as a professor, have the relevant industrial experience and be able to communicate with passion and authority and finally you add all the other standard recruitment criteria, it has been a testing process for us all.

Finally, I would like to mention the CIBSE Journal, having now passed our second anniversary, we think it is now well established from its forebear BSJ. We still are focussing our efforts on improving the content and serving our members but equally using it to broaden and deepen our membership. It has to be relevant, informing and challenging – just like our members. My request is that we welcome articles and opinion, the CIBSE Journal has editorial freedom, but equally needs your engagement too. Have you an article or letter that you would like to write? If so please do, after all it is “your magazine”.

**MEMBERSHIP**

Membership as at 27 May 2011 stands at 19,686 indicating an increase of 363 members since the last Council meeting on 10 February 2011. This is an increase from the 2010 year end total of 19,222.

There are currently 2,500 members whose subscriptions remain outstanding which compares with 3,604 at this time last year. Staff in both the Membership Department and the Communications and Marketing Department are working on a campaign to emphasise the benefits of membership and to encourage members to renew their membership. Additionally, the Hong Kong, ANZ and Republic of Ireland Regions are assisting by reminding members locally that they should renew subscriptions. A final reminder email/letter letter will be sent to members at the beginning of June 2011.

The current membership numbers as at 27 May 2011 are broken down by grade are:
The number of UK applications received for the 2011 February closing date was 127 which was 10.5% less than February 2010 at 142. This could be due to the downturn in the construction industry with fewer graduates joining CIBSE. There are no closing dates for applicants from outside the UK.

Following guidance from the Engineering Council a new individual route is under consideration. This is designed for experienced engineers who do not have 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.

A new online applications’ processing procedure that will also link to the Knowledge Portal is under development and will be available in the autumn 2011. This is intended to speed up the processing of applications for membership.

Following the Board’s decision that the Education, Training and Membership Committee should be responsible for the use of the Education Fund, the Committee has reminded itself of the original donors’ intentions for the use of the Fund and has discussed the criteria for its future use as well as attracting more donations to sustain the Fund.

**Initial Professional Development**

The current number of trainees registered on the CIBSE approved training and development scheme is 303, which is down on the October 2010 total of 311. There are 33 approved company schemes with 3 in progress (43 schemes in 2010).

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.

**Continuing Professional Development**

New arrangements are planned for the Directory of CPD Course Providers which will be included in the CIBSE Knowledge Portal with direct links to other parts of the Portal. There are currently 112 companies in the Directory and 18 companies were due for renewal in January, February and March 2011.

An article has been included in the CIBSE Journal April 2011 edition reminding members to complete their CPD records from the 2010 calendar year and further feedback on the findings of the
CPD Panel on a sampling of records was added in the May Journal. This included guidance on completion of the CPD record together with a link to an exemplar on the website of a completed record.

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.

A PowerPoint slide on the importance of CPD has been circulated for use by the Regions at the start of technical meetings when people arrive.

**Careers**

CIBSE participated in the third Big Bang Science and Engineering Careers Fair held at the ExCel Centre in London from 10 to 12 March 2011 which was organised by Engineering UK and had an attendance of 28,000. CIBSE joined the Careers Hub which was manned by the Young Engineers Network and staff from the Membership Dept. The Committee was disappointed that SummitSkills, who had partnered CIBSE at the 2010 event and shared the costs, had decided in January 2011 to withdraw its support.

CIBSE, through the Patrons, supports the Arkwright Trust and is looking at ways of developing this involvement, for example by encouraging additional sponsors for the scholarship programme and to mount activities for Scholars, since it believes that the high-achieving schools and individuals who participate in the Arkwright programme remain an important target audience for raising the profile of building services engineering careers.

**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 8 Co-ordinators have so far been appointed.

Following the decision of the Board to improve significantly the skills undergraduates in engineering physics by funding a Visiting Professor post for four years and together with RAEng support we are now proceeding with the appointment of two VP appointments at the Bartlett School of Graduate Studies University College London and also Loughborough University.

CIBSE continues to actively engage in the accreditation of degree programmes in building services engineering. Since the last Council meeting CIBSE has accredited undergraduate and post-graduate programmes at Heriot Watt University and the University of Ulster.

The winner of the Ken Dale 2011 is Anderson Barcellos. The title of his proposed study is *Building for the future: how China and Japan are implementing energy efficiency towards their building industry.*

**International Activities**

The proportion of members residing outside the UK totals 26% and members reside in 94 countries excluding the UK. Since 2001 to 2011 international membership has grown by 31% and the international growth is being enhanced by the appointment of Country Representatives in Bahrain, China (Chongqing and Shanghai), Qatar, Singapore, South Africa, Sri Lanka, Thailand and UAE.
The appointment of Vice-President Peter Wong in Hong Kong and Vice-President Peter Kinsella in Australia and New Zealand, will continue to play an important role in developing membership growth in these countries. Sadly Tissa Gunasena, CIBSE Representative in Sri Lanka, died in March 2011. He has been replaced by Mr Wijitha Perera.

The Board Away Day on 18/19 May 2011 focused on ‘Membership Development’ with particular emphasis on the Institution’s international development and a number of actions were agreed to implement the international strategy.

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

The Technical team deals with a wide range of activities as described in the following sections, including preparing consultation responses, input to government working parties including the current Part L revision and other initiatives on energy and zero carbon related matters. We coordinate CIBSE input to BSI standards committees and provide support for CIBSE Services, CIBSE publications, and to marketing and public affairs initiatives.

Part L 2013 Review

CIBSE is leading the non domestic working group advising the Department for Communities and Local Government (DCLG) and Building Regulations Advisory Committee (BRAC) on the planned changes to Part L for 2013.

Foroustan Parand, Head of Building Physics at URS Scott Wilson, is chairing the group which is made up of a cross section of industry participants. It will look at the potential to further reduce carbon emissions from new and existing non domestic buildings within the broader policy constraints set by the Coalition government, and will report to BRAC in July 2011. Parallel groups are looking at Domestic Standards, Compliance & Performance, and potential links between the Green Deal and Part L.

The primary driver is the Climate Change Act commitment to cut carbon emissions by 80% by 2050, elaborated by the UK Carbon Plan published by DECC on 8th March, which identifies the 2013 Part L review as a key policy. Retrofit policies for the existing building stock are emerging in other policy areas, in particular the Green Deal, and are incorporated in the recast Energy Performance of Buildings Directive. This requires “nearly zero energy” buildings, both new and refurbished, by 2020.

The Coalition has committed to “zero carbon” new non domestic buildings by 2019. The review will also be influenced by the Energy Related Products Directive.

The review takes place against the current deregulatory backdrop of “One in one out”, the moratorium on regulations for small businesses and a need to respond to European commitments, including the EPBD recast. Part L must balance deregulation and the claim to be the “Greenest
Government ever”. There is a specific emphasis on the economic backdrop and the Working Group must weigh benefits and costs.

There is no set target for carbon emissions reduction in the 2013 review, as the aggregate 25% reduction over Part L 2010 was the policy of the previous government. The working group is asked to recommend what target should be set for 2013 in route to achieve 2019 zero carbon new non-domestic buildings. The review will also consider extending the scope of Part L to include elevators and exterior lighting.

The challenging timetable for the 2013 revision is:
- Initial recommendations to BRAC in July 2011
- Further technical modelling and final consultation proposals: July-Sept 2011
- 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 final Masterclass in the 2010-11 series in London was attended by over 120 delegates, a record for the Masterclasses;
- The 2011-12 Masterclass series will be themed around ‘One Building a Minute’ – discussions are taking place with sponsors;
- Ready Steady Light was branded the ‘toughest ever’ by the judges with several outstanding schemes;
- Pinniger & Partners and Lumicom have become Sustaining Members;
- At the Society’s AGM and Awards evening, Ernest Wotton was awarded the President’s Medal, Bob Venning the Lighting Award and Andrew Saville the regional Award. Over 100 people attended;
- Lighting Guide 5: Lighting for education has been published.

The Society of Public Health Engineers
- Has current membership of 169;
- has 37 Industrial Associates supporting its work;
- holds regular technical meetings in London, the North West and Scotland with an additional programme of meetings set up for the South West for 2011, in collaboration with the local CIBSE Region;
- is currently helping to revise CIBSE Guide G: Public Health Engineering.

The Society of Façade Engineering
- has 244 members, 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.

Specialist Interest Groups
- have approximately 104,000 separate Group memberships, representing a total of 27,000 individuals across all Groups, an increase of 30% over 12 months;
- 17,000 of these individual Group participants are not in CIBSE membership (i.e. approx 60% 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 15,000 non-CIBSE
members;
- Work is underway to develop our marketing plans for those who participate in the Groups and are not yet CIBSE members;

**Young Engineers’ Network**
- The Young Engineers’ Network (YEN) has now grown to well over 1000 members, representing a 30% increase in the last year.
- In April the Chairmen and Vice-Chairmen of the individual YEN Centres met in Edinburgh for the first YEN conference. The attendees included representatives from Australia and Hong Kong Centres. This meeting agreed a number of actions to further develop the YEN in the coming year, including the selection of the YEN representative to Council.

**Certification**
We provide regular technical support to CIBSE Certification and participates in discussions with DCLG and, increasingly, DECC in relation to the Green Deal.

**Publications and Research**
The Department contributes to various research and development projects, managing support from the research fund for publications, including revision of Guides A and B, Guide F, the CIBSE Energy benchmarks (TM46) and energy assessment (TM22).

**Marketing**
The technical team supports the marketing, press and communications team on media work, public affairs issues and the CIBSE Journal. We provide articles for the Journal and other relevant publications to raise CIBSE’s profile and contribute technical input to press releases. The third CIBSE Technical Bulletin was published on 1st June, updating members on current developments relating to Display Energy Certificates.

**University Liaison**
The department 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. We are in discussion with two universities about potential Visiting Professor appointments.

The call for extracts for the Technical Symposium in September 2011 was very successful, with over 120 submissions and a strong international interest.

**REHVA**
The 2011 REHVA Annual Conference and General Assembly were held in Estonia in May. At this event, CIBSE’s representatives chaired three meetings as well as a Seminar session. In addition, a presentation was made on UK Policy and Approach towards Zero Energy Buildings, which led to a private meeting with DG Energy’s Senior Representative, Michaela Holl, at her request. This provided a further opportunity to raise awareness of compliance issues at a high level within the Commission. It is intended that this will be followed up with our Technical Team before the next REHVA/EU Seminar in Brussels next October.

Other Seminar content included Legislation, EU policy on energy efficiency and nearly zero energy buildings, the EPBD Recast, the Eco-Design Directive and Building Labelling, and this will shortly be available on the REHVA website. Two new REHVA Guide Books, on Energy Efficient Heating and Ventilation of Large Halls and Indoor Climate Quality Assessment were launched at the Annual
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.

Derrick Braham and Donald Leeper were both granted the status of REHVA Fellow for their “outstanding services to the REHVA Organisation and Work” – in practice, recognition of the increasing contribution of CIBSE to REHVA activities.

CIBSE SERVICES REPORT

As Council members will be aware, income to CIBSE Services fell significantly in 2010 in line with pressures on the industry and it was only by a huge amount of effort that CIBSE Services maintained its contribution to CIBSE. Staff levels were cut in 2010 and this has lead to reduced resources for new work in 2011. The emphasis this year has therefore been on consolidation and on securing income. While performance overall has been somewhat below budget, this has related to two main areas, a shortfall on the Building Performance Awards and greater than anticipated expenditure on the Knowledge Portal.

The net contribution from the Building Performance Awards was reduced from a budgeted £44,000 to just £6,000. There were three main reasons for this; the industry has had to cut back on both sponsorship and attendance at awards; communications between HQ and the event managers could have been more productive; and the client campaign which has in past years attracted a number of participants in the awards from outside the building services industry was not run in 2010. In the light of these issues, further consideration is being given to running a client campaign in 2011 which would both attract greater interest in the awards, and in addition raise CIBSE’s profile. Responsibility for the awards is now being taken on by a new recruit to CIBSE, Tina Cardy. Tina joined CIBSE to replace Jane Cade as head of marketing while Jane is on sabbatical but has decided to join CIBSE permanently as head of development.

Staff Issues

Other staffing issues have also arisen in the early part of 2011 with a number of changes taking place or in prospect.

Jennie Winterbottom was welcomed back to her post as Head of Training & Events in May. Phil Clare Manager of CIBSE Certification resigned from his post in May and will be leaving to return to BRE in June. Our thanks go to Phil for all his work for the Institution over the last 18 months.

Professor Andrew Geens joined CIBSE Certification in March as the new Quality Assurance and Technical Development Manager and is settling in well and has already made a significant contribution to the development of information for LCEAs and to revising examinations. Andrew will be providing an analysis of future resources required for QA but in the light of Phil’s departure, there will be some changes in the job descriptions and management structure of CIBSE Certification.
Nicola Hurley who is responsible for Journal liaison will depart on maternity leave at the end of July 2011 and will be replaced by a temporary member of staff.

It has been decided to expand the publications team in view of the amount of time Nick Peake will need to spend on developing and managing the Knowledge Portal for members. The aim is therefore to recruit a new team member to commission and produce new publications.

Finally, as some of you already know, Jacqueline Balian has decided to move on from CIBSE. Jacqueline has served the Institution for over eleven years, first as publishing manager, then as Director of Information and for the last three years as Managing Director of CIBSE Services. Jacqueline gained funding for and set up the Low Carbon Consultants and the Low Carbon Energy Assessors Registers and initiated many of CIBSE’s major energy campaigns including the 100 Days of Carbon Clean-Up which did so much to raise the Institution’s profile.

Jacqueline will be taking on a senior role at Ofgem and will be liaising with DECC and CLG on a regular basis and we hope will continue to play a role in the Institution’s future. Jacqueline has asked me to pass on her thanks for the many good wishes she has received for her future success.

In the light of Jacqueline’s departure and the requirement for some further information, the development of CIBSE Directories has been paused and will not now go ahead in 2011.

The Knowledge Portal
Plans for the roll out of the Knowledge Portal are progressing well. We now have two separate user groups looking at the Portal to help ensure that there are no bugs left in the system, and that the bookshop aspects are working perfectly. The member user group is also looking at how the Portal should be developed to provide the optimum service for members. Anyone who wishes to participate in the members user group, should email Npeake@cibse.org. The beta testing will take place until the end of June so that a list of proposed developments and amendments can be prepared, costed and executed in time for the bookshop to go live in October. The new bookshop will provide the first glimpse for most members of the Knowledge Portal and this will be timed for when the renewal letters go out to members – so that they can see the benefit they will receive when they renew.

The intention is to provide access for members to the Knowledge Portal as soon as they pay their fees for 2012. This access will be to Generation 1 of the Knowledge Portal which should alert members to the fact that all such services are always under development!

CIBSE Certification
Income is broadly on target from CIBSE Certification so far in 2011 but price competition is fierce. If mandatory lodgement of Air Conditioning Reports is implemented as CLG suggest in July, income should increase. We are still awaiting confirmation that lodgement of air conditioning reports will become mandatory in July 2011 but we understand that regulations are in preparation.

However, the cost of operating the LCEA scheme is increasing markedly, particularly in relation to Level 5 Energy Performance Certificates for the following reasons:

1) CIBSE must now audit a minimum of 2% of all certificates lodged and at least one certificate from every active assessor every six months. As CIBSE caters for building designers who lodge large projects infrequently, for a number of our members this means auditing 100% of their certificates.
2) The process of quality assuring Level 5 certificates is time consuming in the extreme with costs of up to £500 for each audit of a level 5 building. This cost must be compared to a possible total lodgement income to CIBSE from the LCEA being audited of just £30. It has been decided therefore, that since CIBSE must audit such a large number and percentage of level 5 buildings, there is no option but to change our charging structure to pass the costs of audit on to the assessors. Information on this change of charge for Level 5 certificates will be going out to LCEAs shortly.

CIBSE Training and Events

Conferences:
The National Conference proved to be a financial success bringing a contribution of £22,000 rather than the budgeted £5,000. This has pulled the budget back in to line despite the fact that with Jennie Winterbottom absent on maternity leave, it was not possible to run any other conferences at the start of the year.

Mid Career College:
The help of Tim Dwyer has been enlisted to develop new CPD courses for the new MCC 2011/2012 schedule and to inject more technical information into the marketing materials for the MCC.

Two large orders have been won for in-house training from Mitsubishi and Honeywell. Mitsubishi have repeated the same order for May and will consider running another one later this year. Honeywell propose to repeat the same order in September and again in November which will bring in a healthy contribution. A further booking has been received from TFL.

Positive exploratory talks with Scottish Power suggest that further in-house training income should be achieved this year.

Venue and speaker costs are set to rise later this year as we are running more courses in the regions especially in Scotland to reflect the Building (Scotland) Regulations Section 6.

Flexible Learning:
Income has been steady with a good start to the year. The new high voltage module should be released shortly soon to be followed by the air distribution module.

The income from Honeywell includes an amount for two flexible learning courses and it is intended that 150 Honeywell employees will take these two modules this year. We continue to make efforts to push on-line learning via our in-house enquiries.

The possibility of providing some of ASHRAE’s on-line learning modules for use by CIBSE members is currently being explored.

Professional learning:
April proved to be a poor month for training, perhaps because of the bank holidays. (This was also true in Certification not just in CIBSE but across the board). To try to achieve sales to meet budget it is intended to offer further DEC and EPC training in the regions.
Training for air conditioning inspectors remains steady.
There are also a wide range of new course ideas such as renewable Heating, heat pumps, energy data for DEC, CRC and Photovoltaic for buildings which are being developed not that Jennie has returned.
Other news:-
The SLL Masterclass held in London hit a new record of 100 bookings the venue had to be changed three times to accommodate the demand.

Publications
The work of the publications department has been dominated by the development of the Knowledge Portal, nonetheless 5 new publications expected to be published in next 2-3 months and a new publications price list will be inserted in the Journal shortly.

MARKETING AND COMMUNICATIONS

CIBSE Press Office activities
CIBSE worked with the Business Channel TV to help with content for the programme – Building a Greener Britain. This half-hour programme, broadcast on satellite channel and website, included an interview with Andy Ford. There is an additional new 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.
The press office has worked with the Technical Director to prepare and publish articles in Modern Building Services, Water Efficient Solutions, Electrical Review, Education Business Magazine. We are also negotiating with FM World for regular technical columns.
The Press office has also 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 Journal
The CIBSE Journal is continues to publish the CIBSE funded case studies – most recently with the publication of the Shell Centre case study, and these continue to be well received. It also continues to publish bi-monthly Masterclass series articles, authored by Professor Doug King. The editorial team continues to work closely with CIBSE societies and special interest groups and has recently met with the SLL to discuss ongoing lighting coverage. Most recently, the June edition carries a technical article provided by the Electrical Services Group.
The Journal continues to report on and support CIBSE events, conferences and publications – and has recently included features on the National Conference, the new Lighting Guide 5, and has also published articles focusing on some of the winners of this years Building Performance Awards. The May Journal also published a special CPD focusing on the new EPC conventions with a view to ensuring all CIBSE assessors were informed of the changes.
In terms of advertising 2011 has been a more challenging year to date than 2010, however forward bookings do look to be picking up in the second half of the year and autumn looks to be a strong time for income, and the Journal continues to hold its market share – reporting 10% new business in each edition.

CIBSE Patrons
Having recently met with Chris Brown, Tina Cardy will be attending the next committee meeting on 30th June to provide a communications update and explore ways in which the CIBSE/Patrons relationship can be improved towards better value for both parties.

Building Performance Awards – 8th February 2012, Grosvenor House, London
Work on the 2012 awards has commenced earlier this year with a review of the judging categories already underway alongside improvements to the sponsorship packages and a redeveloped marketing plan. As the 2011 event struggled to meet the financial targets, it is imperative this year
that we focus strongly on the outcomes and provide our partner, Redactive, with all the support they need. The CIBSE Senior Team will take an active support role in generating sponsorship activity. This year’s awards will be launched in the July issue of the Journal with a call for entries, details of categories and a clear strong positioning for the 2012 event.

**CIBSE Communications and Vision Groups**
Both of these groups will be meeting in June. We will be liaising with both Groups to ensure the objectives and recommendations feed into CIBSE overall communications strategy and workflow.

**Knowledge Portal**
We are working closely with the CIBSE team to develop a marketing strategy towards launch and 2012 activities that dovetails with the Membership Development Plan. A focus for us is to ensure that the Knowledge Portal user experience is cohesive with other channels and reflect similar positioning e.g CIBSE Journal.

**Membership Development**
This is a priority work stream for the Dept. The objective of (net) 500 new members remains our focus. We are developing a marketing plan that includes routes to new and penetration of existing markets. We are currently developing marketing intelligence to establish growth areas whilst also reviewing the journey to CIBSE membership including communication collateral.

**Websites**
A main work stream for the Web Manager is the continuing testing/development of the Knowledge Portal.

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.

**Marketing**
The team is working closely with all departments to create strategy and tactical marketing plans for Certification, Membership, Training & Learning and Publications which will provide accountability towards CIBSE overall strategy.

The team is also currently developing a Marketing Communications Planner which will be a consistently maintained to clearly charter all HQ marketing communications. The aim is provide internal transparency to activity, report on the effectiveness of our efforts, and demonstrate how these efforts tie back into overall strategic objectives. This will be ready for use in Sept 2011.

The team is now also establishing processes and procedures. Crucially email is our main of communications system therefore this is under review in terms of templates, content structure and protocol to improve effectiveness. Standard operating procedures (SOP’s) are also being developed to ensure marketing activity remains fluid in the absence of any staff.

CIBSE websites are being reviewed and updated such as the Young Members website, to ensure content is relevant and benefit lead. The paramount aim is to ensure that we are consistent with the prestige of the CIBSE Journal which is frequently deemed as the greatest benefit to CIBSE Membership.

The marketing team is also working closely with the Publications and Training & Learning teams to re-develop and produce the NEW CIBSE Publications bookshop brochure and the Mid Career College CPD brochures. Both are due for release by end of June 2011. The aim is to make our marketing work harder to enhance the user experience of the CIBSE brand and cross-sell other
products and services.
CIBSE’s will also be present at/supporting the upcoming exhibitions, including Ecobuild, The Energy Event and the M&E show.

**SUPPORT SERVICES**

**Carbon 60 Project**
Following the Carbon 60 project, a system for the monitoring and display of energy use in CIBSE HQ and the Building Services Centre is being put in place. Based on the LSBU CEREB system, this will be an internet based system, and an interactive IPad display is being configured for the foyer of the conference centre to allow access for visitors to CIBSE.

**ACCOUNTS DEPARTMENT**
The audited accounts for 2010 were completed on time and budget and were presented to the Annual General Meeting on May 5th, 2011. The accounts for 2010 showed a small operating surplus which was a notable achievement in difficult trading conditions.

Management accounts have been prepared for each of the first three months of 2011 for both CIBSE and CIBSE Services and have proven to be very useful in monitoring business performance and enabling management to take appropriate action in a continuing problematic economic climate.

The first full year forecast for 2011 is in the process of being prepared.