INTRODUCTION

As I write this there is glorious sunshine pouring through the office windows, what a difference the Sun makes is a phrase often heard in recent days. I think metaphorically that the Sun is also shining through the CIBSE windows too; a warm atmosphere, good air quality, energy well directed, we are seeing ideas take shape, nurture and grow. Naturally not all is perfect; there is a huge amount to do and many challenges. Whilst there is much that is positive, there are grey clouds on the horizon too. All of us in the UK are very aware that the Construction Sector is a very difficult economic place to be; while London can seem relatively buoyant in the Regions it is much less positive. Many pundits are suggesting that we may see flat economic growth for the next decade that in itself is a challenge in effectively managing CIBSE for our members and prospective members. Having listened to the comments from the previous Council meeting on this report we hope this rather more concentrated and focussed report will be an easier read for you – as always we welcome suggestions and encouragement to do better.

Membership

Tucked away in the Membership section is reference to our successful re-licencing from the Engineering Council, the Quinquennial Review. This is not a simple tick box exercise but involves a huge amount of work, especially from our volunteers who run the various committees so effectively. Personally as the Review Team asked a broad range of detailed questions on the membership process, its quirks and nuances throughout a long day, I was really impressed by the knowledge, competence and sheer professionalism from our members – I am sure Council would like to say a big “Well Done!” to them all.

Technical Symposium

The third Technical Symposium was a huge success in Liverpool, not only was attendance up but, in my opinion, the quality continues to rise. John Moore University were excellent hosts and the facilities were very good too. I was especially impressed by the spectrum, in age, location and specialism of those that attended. There was a real buzz about the place and a special thank you to the organisers and those who presented Papers and Posters. We now look forward to Dublin 3-4 April 2014, I do hope you will join us it should be another great symposium.

Networks

To the casual observer at CIBSE I am sure they find our Special Interest Groups, Regions and Societies rather puzzling and since 2006 we have added Networks, another sub-set of the CIBSE family. To my mind the advantage of Networks is that they can grow and develop to suit those who are attracted to the cause without being hampered by a too heavy a hand of governance. In many ways the Young Engineers Network (YEN) is the very epitome of this culture. YEN now represent a very powerful force for good for the CIBSE young and they are continuing to make great strides – an inspiration to many of us. We now have the Women in Building Service Engineering (WIBSE) Network this too is showing all the signs of making significant progress in an area that has cried out for change, everywhere I go there is a shortage of skilled and competent people and yet for women the engineering profession is where they still remain a minority – it seems to me that CIBSE is in the forefront of this issue and we all wish WIBSE every success after the very successful launch.
Board Away Day  Last month the Board and senior staff returned to Cumberland Lodge for the now annual Board Away Day. The primary aim is to give an opportunity for those attending to get to know each other better and so to work together more effectively in the coming year. We also look at a current issue facing the Institution and this year we looked at Technician Registration. I thought it was a very good couple of days. Again there was a very positive atmosphere and certainly the Board Meeting went well and everyone was positive and enthusiastic. We hosted a number of guests who gave a comprehensive overview of Technician Registration, from their perspective – industry, the individual, Engineering Council, Gatsby Foundation, Princes’ Trust etc.. What struck me was the power of mentoring and supporting young people as they enter the profession – it sounds simple but we heard of many obstacles in the path, equally though of success in overcoming the hurdles. I am sure we shall take the concept of “mentoring” forward as one of the many actions from such a concentrated programme.

IT Project Update  It is also worth highlighting our progress on the three year IT Project, this year we are focussed on the Content Management System (CMS) using our long established contractors Hart Square we have completed a significant amount of work in mapping our processes and establishing our requirements for the foreseeable future. We have now engaged with Precedent, for the CMS delivery, the scoping phase is virtually complete and we are just about to see their “hard wired” layouts. We are currently on track but the timelines are tight. We have also been using Focus Groups to check requirements. The most obvious change will be a new look web site and to the member or new visitor we will be a professional and effective membership organisation. Plus our current circa 17 websites will be harmonised that the business processes will have been refined and seamless and much more effective, that’s the aim.

CIBSE EDGE Debate “Do we need an Institution for the Built Environment?”  Our President, George Adams represented CIBSE at the recent EDGE debate at the RAEng. I missed the Debate but all the feedback was very positive and the attendees enjoyed the positive conversations. The key point was a group of experienced and enthusiastic people from our world of the built environment all aiming at the desire to change, to improve, from within the industry. The hope is that we can build on the enthusiasm to contribute to the dynamic improvements going on in CIBSE.

Conclusion  A new President always gives new impetus and so I not only want to thank David Fisk for being such an incisive and learned President who has taken to areas where CIBSE has never been before but also to welcome George Adams, who has an entirely consistent but also complimentary agenda for change, with his passion for operation, FM and technicians it will be another vintage CIBSE year. I also want to take the opportunity to ask the Council to look forward to 2014/15 when Peter Kinsella becomes our President, it will be the first time we shall have an “International President” the sheer geographical challenges of being in Sydney when the administrative base is in Balham will be severe but also the “triumvirate” relationship of the Presidential Team will also need to adapt. Thus I expect that we shall continue to deliver, meeting the challenges with innovation and agility, the CIBSE we all love!
MEMBERSHIP

Membership statistics
Total membership numbers as at the end of May stands at 21,077, detailed by membership grade below:

<table>
<thead>
<tr>
<th>Membership Grade</th>
<th>Number</th>
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<tbody>
<tr>
<td>Fellow</td>
<td>7,067</td>
</tr>
<tr>
<td>Member</td>
<td>6,126</td>
</tr>
<tr>
<td>Associate</td>
<td>954</td>
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<tr>
<td>Licentiate</td>
<td>396</td>
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<tr>
<td>Graduate</td>
<td>1,381</td>
</tr>
<tr>
<td>Student</td>
<td>2,345</td>
</tr>
<tr>
<td>Affiliate</td>
<td>6,897</td>
</tr>
</tbody>
</table>

February Application Closing Date
The February closing date saw another high number of applications received, the majority of which were transfers to higher grades of membership. Interviews took place during April and may in London and around the UK. Members will receive the outcome of their application during June.

Membership Briefings
A membership clinic was held at Ecobuild in March 2013 which allowed members to book slots and discuss their application for MCIBSE/ACIBSE with interviewers and membership staff. A large number of advance bookings were made across the 3 day exhibition. A large number of full and part time students were also signed up as CIBSE members.
Membership briefings continue to be held across the UK to assist members in upgrading their membership and/or joining CIBSE.

Engineering Council Audit
The 5 yearly audit meeting was held on 30 April 2013 where the Engineering Council Audit Panel visited CIBSE and reviewed processes and procedures and engaged with staff and members.
The Engineering Council confirmed at the meeting that the licence would be renewed for another 5 years and confirmation of this would be received once their Audit panel had met in July 2013.

Diversity Panel Launch
The Diversity Panel was launch at an event held at the Building Centre on 18 April 2013. The event was well attended and reinforced CIBSE’s commitment to promoting Diversity in the Building Services Sector.

The CIBSE hosted event welcomed key individuals including representations from the Cherie Blair Foundation, the Institution of Engineering and Technology and highly regarded speakers including Chi Onwurah, Shadow Cabinet Office Minister and Labour MP for Newcastle Upon Tyne.

Loraine Martins MBE, Director of Diversity and Inclusion at Network Rail, Former Head of Equality
Inclusion, Employment and Skills at the Olympic Development Authority, addressed the audience: "At the London 2012 Olympics our challenge was to change the approach to diversity from a ‘nice to have’ to ‘business as usual’." The Guardian picked up the Susie Diamond article on women in leadership and social media picked up key themes from the evening.

The Diversity Panel is made up of CIBSE members who are passionate about increasing the routes to the profession through educational paths and promoting a diverse workplace. Attendees applauded speeches from CIBSE Past President, Andy Ford and President Elect, George Adams welcoming the Diversity Panel and supporting its future actions.

The launch was followed by a number of Professional Engineering Institutions (PEIs), including CIBSE, joining forces to promote diversity among their members and registrants, and signing a Diversity in Engineering concordat at the Royal Academy of Engineering on 7 May 2013 to confirm their aims.

The Concordat one-page document includes three objectives: all institutions signing will have an action plan in place to:
- Communicate commitment to equality and inclusion principles
- Increase diversity amongst those in professional membership and registration
- Monitor and measure progress

**WIBSE Launch**

The Women in Building Services Engineering Network also held a launch event on 15th May 2013 which was very well attended and brought together speakers including Angela Brady, President, RIBA, Clare Wildfire, Projects Director, Mott MacDonald, Kate Hall, Global Infrastructure Board Member and Director, Arup and Sasha Krstanovic Regional Director, AECOM.

**CIBSE Careers Activities**

A new career factsheet has been produced which focuses on Apprenticeships and will add to the suite of materials which are available to schools and colleges to promote working in the building services industry and options available to young people who are thinking about their careers. This will shortly be available to download online and printed copies are now available.

**Ken Dale Award**

The Ken Dale award which awards those in the developmental stage of their careers with a bursary to spend three to four weeks outside their own country researching aspects connected to their field of work and which will benefit CIBSE, their employer, their clients and the profession. Interview with shortlisted candidates were held during mid-May and the winners will be announced early June.

**Accreditation**

Accreditation visits have been carried out at Imperial College London for their MSc in Systems Engineering and Innovation and at De Montfort University for the following courses, MSc Energy and Industrial Sustainability, MSc Climate Change and Sustainable Development, MSc Energy and Sustainable Building Design. All courses are proposed for further learning for CEng.

**Volunteering on a CIBSE Committee**

Following the annual membership survey in January 2013 where members had expressed an interest in volunteering on a committee, we have followed up on a large number of responses and have recruited new members to regional committees as well as the Continuing Professional Development (CPD) Committee, Training & Development (T&D) Committee and the Knowledge Management Sub Committees.

**Marketing**

Three member campaigns have been planned for 2013:
- Lapsed Member Campaign (began in March 2013)
- Member Acquisition Campaign (First stage was in February and the rest to be rolled out from July 2013)
- Graduate and Student Retention/Progression (to be rolled out in September 2013)

Each of the above is a three stage email based campaign, with the potential for a limited direct mail piece towards the end of the year to select ‘warm’ prospects.

**Lapsed Member Campaign**
The first stage of the Lapsed Member Campaign has been delivered with the data segmented as follows:

- All data is split into those who lapsed between 2009 and 2011 and those who lapsed in 2012. This is so that marketing and communications can measure response rate between the two groups.
- In these two categories the data has been split by qualification, membership grade and those who are still studying.

This segmentation allows marketing and communications to target each audience segment with a relevant proposition and specific messaging within the email content.

The renewal date given on the emails was 24th May. Marketing and communications will evaluate the campaign to establish if a segmented and targeted communication approach has had a positive impact on membership renewal and compare results with 2012, where these tactics were not deployed. Early results indicated that the conversion rate has improved.

**Continuing Profession Development (CPD) Directory**
The CPD Directory has approved new company entries for the following companies:

- Marley Plumbing and Drainage
- Riello Ltd
- Shenton Global
- Sentinel Performance Solutions
- Hoval
- TTK UK
- Xicato
- VES Andover Ltd
- Honeywell Building Solutions
- ESS
- GE lighting
- KE Fibertec

**TECHNICAL**

**Technical Policy**
The Technical team contributes to a wide and varied range of Institutional activities, including managing our interactions with the Departments of Energy and Climate Change (which incorporates the Energy Efficiency Deployment Office), Communities and Local Government and Business, Innovation and Skills, and with bodies such as the newly formed Education Funding Agency, OFGEM as well as various bodies associated with delivery of the Green Deal. The team also contributes to activities of the Construction Industry Council, UK Green Building Council, British, European and International Standards, the Better Buildings Partnership, Zero Carbon Hub and NHBC.
Support continues for Certification, in particular the Green Deal, the Knowledge Portal, the new Knowledge Management Committee, the Technology Committee and CIBSE BIM Steering Group – in order to provide technical advice, define the market and add value to membership.

**Current Policy Topics**

**Building Information Modelling (BIM)**
The BIM Implementation Strategy seeks to fundamentally reform public sector procurement, with significant and far reaching impacts on the construction sector as a whole and the building services sector. CIBSE and other industry bodies, our members and their employers in particular. The CIBSE BIM Steering Group provides a forum for all interested elements of the Institution and the services sector to consider the impact and implications of the BIM Strategy.

BIMtalk, a website on BIM, has been established in association with BSRIA and the Landscape Institute, and is being developed as a valuable source of information and signposting to the members on matters relating to BIM, as well as a tangible demonstration of CIBSE collaborating with other partners in doing this. Interest is already being shown by other organisations in joining the initiative.

The BIM team has recently published various tools for testing by interested parties. The Steering Group is seeking feedback on these tools, in particular on Uniclass 2, which is causing some concerns.

**Building Regulations 2012 Consultation**
Building Regulations and Part L (pertaining to conservation of fuel and power) are still scheduled to be further revised in 2013. Proposed changes to coincide with the launch of the Green Deal did not materialise. At the time of writing a further announcement of government’s plans for changes to Building Regulations, whether in 2013 or beyond, is still awaited. For further comment see the legal column in the May issue of CIBSE Journal.

As well as an announcement on Part L, we anticipate an announcement and further consultations over the summer on the Housing Standards Review (June Legal column in CIBSE Journal) and on “Allowable Solutions”. Officials still maintain that the 2016 zero carbon target stands and that the requirements of the recast Energy Performance of Buildings Directive for nearly zero energy buildings from 2020 will be met. CIBSE is working with others within Construction Industry Council (CIC) on this topic.

**Renewable Heat Incentive (RHI) and the Renewable Heat Premium Payment (RHPP)**
DECC recently announced an extension of the RHPP scheme, pending introduction of the domestic RHI. The increased one off payment, focussed on off gas grid properties, are very much in line with CIBSE’s recommendations to Department for Energy and Climate Change (DECC) in response to the RHI consultation in December 2012. We are pleased that the Department appears to be heeding the arguments that the original RHI proposals were overly complicated and unlikely to be widely taken up and that simplification would be beneficial.

**Energy Efficiency Directive (EED)**
The Energy Efficiency Directive was agreed in June 2012, published in November 2012, and requires member states to introduce various measures to promote energy efficiency. The most significant aspect for CIBSE is Article 8, energy audits, which will require some additional energy auditing activity.

Several meetings with DECC have taken place to discuss Article 8, who appear to be listening to CIBSE messages about building on existing policy measures and not starting again from scratch. The Energy Efficiency Directive are looking to implement the audit requirements in a way that both...
acknowledges measurements undertaken for other policies including Carbon Reduction Committee (CRC) Climate Change Agreements and most importantly for CIBSE Display Energy Certificates, whilst meeting the specific requirements of the EED. The Energy Institute is making a concerted effort to present itself as the primary source of expertise in this area, a position that is not being supported by industry stakeholders, who are aligning with CIBSE.

Minimum Energy Performance Standards
Minimum Energy Performance Standards are due to be introduced in 2016 for rented homes, and in April 2018 for rented non-domestic buildings. They will limit the letting of F and G rated buildings which have not undergone appropriate energy efficiency measures, and it is proposed that they be based on Energy Performance Certificate (EPCs where they exist, which is proving to be a key issue). CIBSE is actively involved in the working group convened by DECC and the British Property Federation to develop the proposals.

Technical Networks
The Technical Networks include the Societies, Specialist Interest Groups and Young Engineers Network. There are four formal Divisions of CIBSE: the Society of Light and Lighting, Public Health Engineers and Facade Engineering and the Institute of Local Exhaust Ventilation Engineers. Members of Divisions are all CIBSE Members, paying a modest supplementary subscription.

There are also 16 Specialist Interest Groups, covering a range of topics from day-lighting and lifts to controls and electrical services. Participation in these is open to all, members or not, with an interest in the topic. The newest Group on Chimneys and Flues is currently being established.

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

The Society of Light and Lighting (SLL)
- The 2012-2013 Masterclass series, “Beyond the Code”, has finished. There were 300 attendees across 8 events and at least one new member at each class.
- Membership stood at 2,084 on 1st February 2013 and is now at 2,274 members, a gain of 9.1% in just 3 months. This has been achieved through targeted recruitment drives focusing on specified contacts with an interest in Lighting.
- The Society’s flagship competition, Ready Steady Light, was held for the tenth year at Rose Bruford College, South London, in March. It was a great success and included for the first time a Junior version of Ready Steady Light that focused on getting schools and colleges involved in the competition.
- The SLL Technical and Publications committee led by Paul Ruffles have developed a strict timetable for publications development and review, the aim to review each title within 5 years. Recent outputs include a new edition of LG1, Industrial Lighting, and an addendum for LG4, which covers sports lighting, based on information gathered while lighting the Olympic Park.
- Young Lighter of the Year has had a handful of solid entries and the final and presentation of the winner will take place at LuxLive in November 2013. SLL will once again take a stand and the focus will be on the new 2013-14 series of Master Classes.
- Brendan Keely joins the Society as Secretary on 2nd July, working four days per week, with continued full time support from Julie Kane. This is the strongest staff team that SLL has had and will be focused on working closely with the Technical team and other CIBSE departments to make the best of the available resources and grow the Society to its full potential.

The Society of Public Health Engineers
- Current membership is 185 (175 in May 2012) with 46 Industrial Associates (companies) supporting its work, representing a growth of four Associates since last May
- Holds regular technical meetings in London, the North West, Scotland and the South West
- Currently helping to revise CIBSE Guide G: Public Health Engineering
• Currently working to provide training in Public Health to replace the University of Greenwich course which has closed to new entrants.

The Society of Façade Engineering
• Has 269 members (257 in May 2012), with a third of the members based outside the UK
• Holds regular technical events in London and has started to hold events in the Gulf
• Is looking to develop its activities in Hong Kong
• Provides speakers at UK and overseas events to promote the Society.

Institute of Local Exhaust Ventilation Engineers (ILEVE)
• Development is progressing well, with over 80 members attending the 2013 AGM, and with membership now standing at 148 (132 in May 2012)
• Membership grading has been a key focus of the past year with 42 members successfully graded and receiving membership competency cards
• Some 20 other members are at an advanced stage of being graded
• HSE increasingly looks to ILEVE membership to show competence in exhaust ventilation. With over 4,000 people annually develop long term health problems arising from inadequate or unsafe exhaust ventilation it is one of the top five occupational health issues for Health and Safety Executive (HSE)
• A programme of technical events has been established.

Specialist Interest Groups
• Have approximately 144,000 separate Group memberships, up 13% over the last year. This figure represents a total of 35,000 unique individuals across all Groups
• 22,000 of these individual Group participants are not in CIBSE membership, 62% of the total number of Group members
• 9,000 CIBSE members do not belong to any Special Interest Group
• The largest are ASHRAE (13K), (CHP-DH) (14K), Daylight (11K), Electrical Services (13K) and Energy Performance (15K). These five Groups alone have 19,000 non-CIBSE members
• Previously within all Groups, the most commonly held CIBSE membership grade was that of full CIBSE Member. This pattern has now changed and many Groups have their largest number of CIBSE members at Affiliate Grade
• Approximately one third of all Group participants are non-UK based
• A new group on Chimneys and Flues has been formed, with its first meeting planned for July.

Combined Heat and Power-District Heating Group and Homes for the Future Group (CHP – DH)
A joint project has been initiated between these Groups to investigate the potential performance gap in community heating systems. They are jointly presenting an article in CIBSE Journal in August which will include a ‘call for evidence’ to request anonymous case study evidence of measured district heating efficiencies. Anecdotal evidence suggests losses in the region of 20%-30% in some cases, but there is a lack of published data. The Groups intend to gather evidence of any performance gap and identify the reasons to enable engineers to design better systems and better understand their operation.

Young Engineers’ Network (YEN)
YEN provides a means for newer entrants and younger practitioners in building services to meet and network. YEN is organised into 11 regional centres in the UK and overseas, which work with the regional committee. A national network of centre chairs co-ordinate, share best practice and exchange ideas between the different regional centres.
• The Network now has approximately 5,000 members, up from 2,000 this time last year. CIBSE members, who are under 30, joining as student or graduate members will now be automatically enrolled in YEN
• YEN are interested in creating new centres in South Wales, Southern Region, Northern Ireland, Republic of Ireland and the Midlands
• Over one third of YEN members are outside UK, mainly in Hong Kong and the Republic of Ireland.

Marketing Event
The Young Engineers Awards (YEA) launched on the 8th April 2013 with a call for entries distributed through social media, PR, the CIBSE Journal, e-newsletter and email channels to drive awareness of both the Graduate of the Year and Employer of the Year Awards. Currently CIBSE has three completed entries in for the Graduate of the Year Award and working with two companies on the Employer of the Year entry. The closing date for both awards has been moved forward this year by one month to 31st July and to account for the judging the Employer of the Year submissions. For a second year, Lochinvar and Ruskin have agreed to sponsor the awards and there is an expression of interest from Daikin.

Technical Projects

Technical Symposium
The third Technical Symposium was held at the Art and Design Academy of Liverpool John Moores University on 11th and 12th April. The event received good attendance and excellent delegate feedback. The 2014 Symposium will be held in Dublin on 3rd and 4th April, and a Call for Abstracts will be issued shortly. Council members are strongly encouraged to consider attending for both days of highly valued Continuing Professional Development (CPD) and networking.

Publications Development and Research (R&D)
Contribution to various R&D projects, managing support for Knowledge Management Committee (KMC) activity from the Research Fund and also from the Richard Tully Fund, established by late Past President Richard Tully to support the development of professional guidance by the Institution. CIBSE have negotiated access to updated weather data from the Met Office. Closer links between Health and Safety Executive (HSE) and CIBSE guidance is being negotiated.

New Knowledge Transfer Partnership
Funding from the Technology Strategy Board for a new Knowledge Transfer Partnership project on Fuel Cells, in partnership with St Andrews University, has been obtained.

Zero Carbon Hub – Design versus As Built Project
Homes for the Future Group members are involved in a project looking at the difference between design and as built energy performance of homes. It aims to improve as-built energy & carbon saving performance of new homes to satisfy the zero carbon homes ambition.

National House Building Council (NHBC) Ventilation Standards
CIBSE are working in partnership with NHBC to draft a new technical standard for Mechanical Ventilation Heat Recovery (MVHR) systems within dwellings. The draft standard is now complete and will be taken through NHBC’s technical committees and the Standards Committee in July where it is expected to be approved for publication. It is anticipated that Chapter 3.2 'Mechanical ventilation with heat recovery' will be distributed as a standalone paper document in the autumn and become effective from 1st January 2014.

University Liaison
Research active universities especially in areas of energy performance and building services related research, have been approached to run CIBSE accredited courses, offer a means to extend our membership and expand the network for developing new CIBSE knowledge.
The Chartered Institution of Building Services Engineers

Federation of European Heating, Ventilation and Airconditioning Associations (REHVA)
CIBSE continues to participate in REHVA both through the main activities organised by the REHVA secretariat in Brussels and through a smaller co-operation group. Donald Leeper and Derrick Braham retire from REHVA activity at the General Assembly on 15th June. Andy Ford has agreed to be nominated to take Derrick’s place on the REHVA Journal Editorial Panel. A review of how CIBSE can best engage with REHVA in the future is underway.

CIBSE SERVICES REPORT

Certification
The financial report for the end of March 2013 showed a net loss on budget of £4,514. This trend may reverse in the second quarter if the significantly delayed Green Deal activity begins.

Technical support continues to provide regular technical support to Certification, representing CIBSE on the Ministerial Forum which advises Greg Barker on maximising uptake of the Green Deal and participating in discussions with both DCLG and DECC in relation to the Energy Performance of Buildings regime and the Green Deal. These discussions are on-going, with CIBSE increasingly seen as a reliable source of technical input and comment by DECC officials.

Air Conditioning
The take up in lodgement in this area continues to be slow. This is causing problems across the sector, prompting talks with one scheme on sharing software resources and another to approach Department for Communities and Local Government (DCLG) to review the audit requirements and associated costs while activity levels are so low.

Green Deal
The Government’s flagship policy for improving the energy efficiency of the UK building stock was launched in October 2012. Further elements of the scheme continue to be launched as the infrastructure, funding and knowledge develop further. CIBSE continues to work with DECC to develop and refine the policy measures. Whilst we still have reservations about its detailed delivery, it is a significant opportunity for CIBSE in the non-domestic sector. Although initial political focus is on domestic Green Deal, and CIBSE is primarily interested in non-domestic, CIBSE increasingly drawn into giving guidance on technical questions relating to the building physics of refurbishment.

The Pilot training has been successfully completed and we are now actively promoting our Certificate of Competence for Green Deal Advisors. April saw the lodgement of the first ever non-domestic Green Deal Report. Significantly this was lodged by someone holding a CIBSE Certification Green Deal Advisor Certificate of Competence who was employed by a company certified as a Green Deal Advice Organisation by CIBSE Certification.

EPC Level5
Transfers to our Level 5 register are continuing at a steady pace and the gap between the number of Level 5 and Level 4 assessors is closing.

Scotland EPCs
Following legislation to implement the Energy Performance of Buildings Directive (EPBD) re-cast in Scotland, Energy Performance Certificates (EPC) must now be lodged in Scotland. We have successfully transferred our approval to operate in Scotland to the new framework arrangement and the first EPC was lodged in Scotland in April.

ISO 17024 Surveillance audit
UKAS 17024 surveillance audit was successfully negotiated with some minor improvements to our documentation suggested. We have applied to UKAS to extend the scope of our accreditation to
include Green Deal Advisors.

**Marketing**
CIBSE Certification now has the ability to assess and certify existing energy assessors to become Green Deal Advisors using the only Approved Experiential Learning (APEL) route in the market. Additionally, CIBSE Certification can assess and certify organisations to become Green Deal Advice organisations. Phase 1 of the marketing campaign focused on converting existing CIBSE energy assessors into Green Deal Advisors. Phase 2 will target organisations and work has begun to create case studies focusing on building retrofit and the potential to utilise the Green Deal going forward.

Preparatory work has begun for the Energy Assessor Renewals Campaign which will include a secondary messaging regarding CIBSE’s work on the Green Deal.

**Training and Events**

**Mid-Career College (MCC)**
The first quarter’s results are as forecast and a number of new in house customers have been obtained, including Eurostar, HMRC & EE. A new programme is being developed for September 2013 adding some new topics and discarding some less popular titles. Chris Breslin has been appointed as course administrator and is settling in well.

**Conference Programme**
A conference on Mixed Use Developments in March had to be cancelled. No further conferences have been planned at the moment.

**Online Learning**
Two more units on commissioning have been brought online to make the total number of units 12. Meetings have taken place with the early adopters to discuss where they would like the programme to go in the future and a further meeting is planned for June. A marketing plan is in development as sales are still small and mainly from early adopter companies.

**Professional Learning**
Profession learning growth is slow as it is dependent mostly on training for those looking for certification. Green Deal training is ready to go once the certification systems are set up. This has happened later in the year than initially budgeted for so the income in this area is behind although contribution remains close to forecast.

Events on the renewable heat incentive were well attended and have been rescheduled. CIBSE have scheduled LEED training is for June and BIM training is being developed

**Other Projects**
Earlier this year funding was secured through a DECC competition (£39,000) to hold a number of ‘free’ energy efficiency training courses this spring. 12 events were run throughout the country on energy topics and attracted a huge response from members and non-members.

450 people registered on these events and 350 attended (100 drop outs and no-shows) with 86 people were new to CIBSE so this activity could attract new members and referenced a number of CIBSE publications and training courses. A wash up report is available.

**Marketing**
Marketing continues to support forthcoming Midcareer College Courses (MCC) short courses using strategically timed emails based on analysis of customer booking behaviour, which has helped maintain positive booking numbers. Work has commenced to produce and distribute the MCC course catalogue for summer 2013.
Promotion for Renewable Heat Incentive (RHI) and Leadership in Energy and Environmental Design (LEED) has been delivered through a range of communications channels including email, social media and inclusions in the CIBSE Journal.

Publications
CIBSE has so far published 3 new titles in 2013, with 8 others already within the Production Department at various stages of completion, and an expectation of publishing 3 new titles in the next 2 months. A further 10 publications are due for completion later in 2013. This compares to a total output of 10 titles in the whole of 2012.

Published 2013:
• AM12 Small scale CHP in buildings (January)
• TM51 Ground source heat pumps (February)
• TM13 Minimising the risk of Legionnaires’ disease (April)

Within production process:
• TM49 Summertime design guidance for London (to be published electronically only and aligned with the President’s blog in August)
• TM53 Refurbishment
• TM52 Overheating
• TM54 Evaluating energy performance at the design stage
• Guide G Public health engineering
• Technical guide to green roofs
• School design
• Design for extreme environments: Arid climates (replacing TM04)
• Guide B HVACR – to be published as 4 separate titles (as agreed by KMC)

Additional titles for 2013 include Guides A: Environmental design and Guide M: Maintenance engineering, AM on Biomass, Design for future climates.

Marketing
A review of primary and secondary audiences in order to extend the reach and attract new professions to CIBSE membership.

Key projects
Guide A: Environmental Design and Guide B: HVACR Systems. Guides A and B are both currently under revision and making good progress. The 4 Chapters of Guide B are either completed or nearly so and mostly being refereed (to be Published as 4 separate titles with some shared data e.g. “Applications” to be made freely available centrally through the Knowledge Portal. Guide A is delayed and publication may not be until 2014.

TM13 ‘Minimising the risk of Legionnaires’ disease’ has just been published. Late in 2013, HSE are expected to publish their revised ACoP L8 which is likely to place reliance on TM13 for guidance Note: HSE were closely involved in the revision of this TM.
Marketing
Promotional opportunities are being investigated such as a joint promotion and events with ASHRAE over legionella to promote our UK Technical Memorandum (TM) and the US standard supported by Public Relations and online presence.

There is an apparent growing awareness of ‘Evaluating energy performance at the design stage’ (to be numbered TM54) and its publication is being anticipated, this title will be available as soon.

Resource
Resource limitations in relation to project work are improving which highlighted a production bottleneck which is being address by; building additional in-house capacity, the appointment of 2 external editors who are fully versed in CIBSE style and of proven quality working under contract and 2 projects being advanced to page layout by the authors.

Editorial Manager Sanaz Agha (née Nazemi) has left CIBSE but is being retained as a project manager on a contractor basis to run appropriate publications projects. Ed Palmer has started as Knowledge Editor with a dual role in Public Relations Communications and brings expertise in publication production, communications and social media.

The demands and requirements of publications is a limiting factor over the ability to maintain, improve and develop the Knowledge Portal (the vital CMS project aside).

Finance
Publications income for 2013 (Q1) was at a similar level to the same period in 2012. This is below budget, primarily due to the delay in some of the more popular/commercial titles coming to market eg TM13, Guides etc.

Sales of electronic CIBSE publications remains only a small proportion of overall sales but continues to grow in relevance to overall publication sales.

Licensing of CIBSE content grows in significance and further opportunities are being investigated as further revenue streams e.g. with Knovel.

Care over expenditure against the Publications budget remains important to maintain a positive net contribution even with the large number of projects coming to fruition.

Other issues
The replacement of the Publications, Research and Output Delivery (PROD) committee by the Knowledge management Committee (KMC) and three sub-committees has taken some time in formalising and will take a while longer to become a firm structure. The KMC is already underway and membership appointed. The Programme and Project Delivery Sub-committees are awaiting the identification and appointment of members under Chairs Andy Ford and Mike Smith respectively.

KP Activity
The Knowledge Portal was soft launched in November 201, with accessed tied to the payment of 2102 subscriptions, and has seen a steady growth and high levels of usage. This has been supported by a wide range of training and marketing and communications activities. The level of CIBSE members actually using the system now stands at early 42% and still growing slowly but steadily. Further overall statistics are given below:
  • "Best yet" visitor numbers were seen in each of the first 3 months of 2013 with a very slight drop in the trend in April – but remains around 13k per month (of which about 10k are unique)
  • Recent numerical thresholds reached since launch include: over 170,000 visits, by over 110,000 visitors from 170 countries, looking at over 1.1 million web pages, and
having made over 110,000 downloads of CIBSE documents and with over 11,000
documents viewed on-line
  • Only 4.4% of visitors have come to the KP using “mobile devices” and well over half of
these have used an iPad.

Knowledge Portal Development
Development was established in 2012 and has now been overtaken by the larger CMS project,
which will be reliant on the addition of new content and the inclusion of newly published CIBSE and
SLL documents:
  • CIBSE content proposed is the technical symposium papers, CPD articles from CIBSE
Journal plus possibility of inclusion of inclusion of BER&T and LR&T
  • Non CIBSE content is other publishers’ documents freely available to CIBSE members
under agreements now made with publishers, e.g. FETA, HVCA, British Refrigeration
Association, the British Flue & Chimney Manufacturers Association, a small number of
BSRIA titles. The possibility of including Carbon Trust documents is being investigated.
  • The ability to sell other publishers pdfs, something that some publishers currently do not
offer this themselves.

Progress and statistical analysis
Please refer to the monthly ‘KP Update report’, main figures are:

<table>
<thead>
<tr>
<th>Totals since launch</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits to KP (at end of April 2013)</td>
<td>172,311</td>
</tr>
<tr>
<td>Unique visitors to KP i.e. ignoring returning users</td>
<td>111,155</td>
</tr>
<tr>
<td>Returning visitors</td>
<td>36%</td>
</tr>
<tr>
<td>Countries visiting KP</td>
<td>171</td>
</tr>
<tr>
<td>Percentage of visitors from overseas</td>
<td>32%</td>
</tr>
<tr>
<td>Registered KP users</td>
<td>9,136</td>
</tr>
<tr>
<td>Total membership with access to KP</td>
<td>17,676</td>
</tr>
<tr>
<td>New members joining through Quick Join on KP</td>
<td>238</td>
</tr>
<tr>
<td>Total pages viewed</td>
<td>110,5692</td>
</tr>
<tr>
<td>Average visit (minutes)</td>
<td>4.15</td>
</tr>
<tr>
<td>PDFs purchased</td>
<td>319</td>
</tr>
<tr>
<td>Documents downloaded</td>
<td>110,888</td>
</tr>
<tr>
<td>No. of users making downloads</td>
<td>6,902</td>
</tr>
<tr>
<td>Documents viewed on-line (since 19 Jan 2012)</td>
<td>11,150</td>
</tr>
<tr>
<td>No. of users viewing documents on-line</td>
<td>3,470</td>
</tr>
</tbody>
</table>
MARKETING AND COMMUNICATIONS

Brand positioning
CIBSE’s default positioning, for use in marketing and PR material has been amended to “The professional engineering body sharing knowledge and best practice to encourage excellence in building design and operational performance, drive energy efficiency in building services and
offering authoritative technical guidance, products and training”.

This year Marketing repositioned the Annual Report to focus on themes (rather than being structured around CIBSE’s internal organisational structure) in order to provide a more meaningful and hopefully more engaging summary of the Institution’s activity. Photography was sourced from winners of the Building Performance Awards, with the aim of moving away from stock images of people towards images of buildings and in order to promote the Awards further.

The AGM was fully supported through production and distribution of the invites, data quality, webinar delivery, media relations and social media coverage and other support on the night.

Public Relations
CIBSE has continued to work actively to raise its profile in the last quarter, helped significantly by the high media profile of topics such as energy efficiency, the performance gap and the Green Deal and internal events such as the CIBSE and SLL AGMs (and presidential inaugurations), Technical Symposium and the launch of CarbonBuzz and BIMTalk which can be found Press releases and generated a great deal of coverage www.cibse.org/inthepress

Articles by Hywel Davies and Paddy Conaghan, amongst others, have been published in a selection of trade magazines including Modern Building Services and Building Engineer and George Adams was interviewed for FM World magazine.

Significantly, CIBSE has aligned itself with Architectural Journal’s ‘Bridge the Gap’ campaign, which aims to put the spotlight on building performance. This has resulted in repeated mentions and quotes from CIBSE in AJ and the development of a close working relationship, which will be utilised for the promotion of CarbonBuzz.

Forthcoming press activity in Q3 will be focused on the promotion of BIMTalk and CarbonBuzz, attracting entries to the Building Performance and Young Engineer Awards as well as continuing to develop CIBSE’s voice in the area of building performance and the performance gap. A particular focus will be on generating coverage in the national press.

The CIBSE press list has been fully reviewed and grouped into sectors and priority levels, to allow more focused media targeting and improve CIBSE’s relationship with the titles. The core themes document has been reviewed and updated to include Facilities Management titles.

The Technical team continues to support media work, public affairs issues, press releases, and the CIBSE Journal, providing articles for the Journal and for other publications which aim to raise CIBSE’s profile and demonstrate our technical expertise, and to demonstrate the breadth of knowledge and expertise which is available amongst the Institution's professional membership.

The second episode of the Innovative Engineering & Building Performance series was aired on the Business Channel TV on April 30th. Work has started to identify new topics and content for future programmes.

CIBSE Web
The regions and societies microsites are now complete and CIBSE special interest groups microsites are being provided when requested. The objective is to deliver consistent branding to all CIBSE related sites.

Online Case-studies
There are now 11 case studies available on the Knowledge Portal – with more being added all the time. These are also being shared with the UK Green Building Council (UKGBC) initiative Pinpoint, which acts as a signpost for online building performance information.

- Thamesmead Housing Estate
- Angel Building
- Bushbury Hill Primary School
- London Olympic Aquatics Centre
- Barking Bathhouse
- London Olympic Park Energy Centres
- Brockholes Nature Reserve Visitor Centre
- Hepworth Gallery
- Garden by the Bay
- Olympic Velodrome
- The Hive - the UK’s first, fully Integrated Public and University Library

Social Media
Social media has become an integral part of the way in which CIBSE communicates with its members. The LinkedIn discussion group now has grown from 8,491 to 9,788 members, with an average of 100 new members joining each week.

Twitter (@CIBSE) has become a dynamic communication channel, allowing communication and dialogue with 8,829 followers (up from 7,707). The feed has been used to promote CIBSE activity training events, CIBSE Journal articles, new publications, awards as well as signposting followers to interesting and relevant industry developments. Our Klout score, a measure of online influence, remains steady at 54 putting us on a par with or ahead of other PEIs.

The Technical Symposium and, more impressively, CIBSE AGM both generated online chatter and social media will continue to be a key aspect of promotion of future CIBSE events in order to stimulate live discussion.

The CIBSE President’s blog will be expanded in the coming year to cover topics on the theme ‘excellence in engineering’ taking a long-term view of the challenges to 2050. Frequency will be increased with guest posts, grouped around key themes introduced by the George Adams in order to test if engagement levels can be improved.

Particular groups, regions and societies have also developed a strong online presence – notably the EPG and CHP-DH groups are replacing their email newsletter with the use of Twitter. This will be an interesting trial to see how a large group can utilise social media to communicate effectively with its membership.

CMS Development
Following the IT Strategy Review the main focus of web related work at the moment is on the 2013 phase of work to develop and implement a new CIBSE website by the end of the year incorporating a new version of the CIBSE Knowledge Portal.

The main aims of the project are:

- To make the CIBSE website easier to use, more relevant and more dynamic, for both members and non-members.
- To improve CIBSE’s reputation as the leading source of building services knowledge and expertise.
- To deliver high quality content in an effective way in order to support building services.
Engineers to deliver improved building performance through engineering excellence.

There have been a number of staff and stakeholder focus groups to inform content mapping and priorities and to ensure that there is engagement within the development phase. The next Stakeholder focus group is on 4th July 2013 where the design elements will be within the wireframes. Later in the year there will be user engagement testing where navigation will be tracked through web analytics to in order to qualify if the focus group findings are valid.

Phase 1 of this process was a scoping phase (completed at the end of March) which involved briefings and workshops with CIBSE staff, members and other external stakeholders. This phase defined what could realistically be achieved with the new website in 2013 and which aspects would have to wait until years 2 or 3 of the project. These aspects largely related to implementation of a new CRM system and bringing in some of the existing separate sites such as the Energy Centre and the CIBSE Training & Events website.

Phase 2 of the project is looking at building the Information Architecture (IA) of the new site i.e. how content will be structured along with the design/look and feel. This phase started at the beginning of April and is due to be completed by the middle of July. As with the first phase this has involved a series of meetings and workshops with all stakeholders including staff members and others including some online testing to a wider group to get feedback on the IA. An external stakeholder focus group has also been held and a further focus group will be held at the beginning of July to get final feedback on the website design.

The next phase of the project will be to build the new website and Knowledge Portal with a view to launch by the end of the year.

CIBSE Journal

2013 has seen a number of standout features published in the Journal as well as thought provoking news and opinions pieces that have all tackled pertinent industry issues including; the performance gap, soft landings, government policy and incentives, and energy performance contracting. Key topics put under the microscope include Green Deal, Renewable Heat incentives, BIM, DECs and Part L, ensuring the CIBSE Journal remains relevant, forward thinking and a must-read.

In addition there have been 3 successful supplements; BSE careers, Building Performance Awards and a Schools and Education special. May carried a BIM supplement within the magazine and additional supplements are planned for Hotel & Leisure Facilities and Lighting.

Case studies continued to prove popular and we’ve seen increased levels of social media activity around these each time they’re published. In 2013 the Journal featured the Halley VI Antarctic Survey station, with exclusive incredible pictures of the building in situ, and the winners of the CIBSE Building Performance Awards.

Members of the editorial panel were invited to meet to review the progress of the CISE Journal over the last 6 months and to scope out the future direction of the magazine and its content. Overarching feedback from the panel and their colleagues was excellent, with the common view that the content of the magazine was of a very high standard and value. A direct quote from the panel, “the magazine is the best it’s ever been”.

Income for 2013 advertising has been difficult due to the fourth year of economic recession (see financials). There are plans in place to expand digital opportunities.

Events

Building Performance Awards (BPA)

The Building Performance Awards 2013 was a successful event, and learnings from the event have been incorporated into 2014 campaign. Next year’s Awards will be held on 11th February 2014. This year’s campaign is focused on strengthening the CIBSE building performance brand and
maximising the return on investment for those entering the competition.

The design for the awards has been updated to clarify the message of CIBSE promoting engineering excellence in building performance to drive energy efficiency. Prominence has been given to winners through public relations, the CIBSE Journal, CIBSE event circuit and on the web homepage to build brand value for those winning categories. Marketing and Communications has also taken ownership of the awards social media platforms and has started to build on engagement through twitter and LinkedIn.

The campaign has been pulled forward in order to attract quality entries and the application process has been simplified to improve the quality data and judging criteria. The call for entries went out with the first advert featured in the May CIBSE Journal issue. A pre-launch event which will be hosted at British Land (Carbon Champion winner 2013) on Wednesday 3 July, to raise awareness and showcase previous winners and continue to build brand value.

The CIBSE Journal has also featured the 2012 winners with case studies of; AECOM (Building Services Engineer of the year), Imtech Aqua (Contractor of the year), The Hive (New build project of the year above £5m) and Passivhaus certified Bushbury Hill Primary School (New build project of the year up to £5m).

Finally, following invitations to engineering professionals identified by the Technical department, there are nine judges already confirmed for the 2014 panel. For the first time the judging panel is featured on the Awards website and, in agreement with the Technical department, the process to become a judge has been formalised with an application form hosted on the website.

Ecobuild
CIBSE had a strong presence at Ecobuild 2013 in March, with a 72 square meter stand at the show, consisting of a presentation area with seating for 15 delegates and a large screen TV. This area held three presentations from selected Building Performance Award winners (Whitbread Hotels and Restaurants, Buro Happold and Architype), showcasing their award winning projects. This served as an opportunity for delegates to learn from exemplars of the industry as sharing knowledge is an essential part of what CIBSE strives to achieve.

The stand also hosted at Membership Clinic, where the CIBSE membership team offered one to one advice and guidance to both existing members and non-members.

The exhibition stand design covered 5 key themes:

- Knowledge Portal
- Membership
- CIBSE Training
- CIBSE Certification
- (Storage panel) Building Performance Awards

Ecobuild 2013 was a successful show for CIBSE in regards to brand awareness, networking and membership enquiries, with very positive feedback from delegates who visited the CIBSE stand. Learnings from 2013 have been taken on board and planning for 2014 is already underway to maximise brand presence and positioning CIBSE as engineering excellence in building performance.

Carbon Buzz
CIBSE has taken the lead on organising a launch for the CarbonBuzz platform on Thursday 6 June. The event is now over subscribed, with 200 people on the RSVP list, so Technology Strategy Board (TSB) should be proud of this milestone. The new CarbonBuzz website will go live on
Tuesday 4 June where you can find over 180 new case studies thanks to UCL uploading the data.

**Campaigns**
Land Securities have agreed to work in partnership with CIBSE to raise awareness of the importance of sustainability in buildings to tackling the energy gap, with a long-term view toward 2050.

CIBSE charity have agreed to regional launch of ‘A Class of Your Own’, a scheme to build awareness of excellence in building performance which uses state-of-the-art software to teach children within the school curriculum about buildings. The intention is for the CIBSE regions to adopt a school to inspire new talent towards building services career and highlight what an exciting career choice it is.

**Processes**
A project to tighten and enhance CIBSE marketing procedures is underway in order to achieve a joined-up collaborative approach to the market, provide more customer focused communications and set KPIs before the campaign launches.

**FINANCE DEPARTMENT**

The Finance team have finalised the year-end accounts for 2012 and they were presented at the CIBSE AGM on May 9th, 2013.

Work is progressing on a full year forecast for 2013 which again is proving to be a challenging year, especially in the areas of one day conferences and journal advertising

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