chief executive's report

prepared by: Stephen Matthews  
Agenda Item : 13/2/14

introductIon
I feel so privileged to be part of CIBSE. I never cease to be amazed at the quality of our members, the passion they have for our profession and, in simple terms, the huge amount of goodwill there appears to be for the Institution. At every point, we try to put the members at the very heart of the Institution; as staff we serve them, we may also encourage and I believe we also empower. I am not very keen on comparisons with other Professional Engineering Institutions (PEIs) but we do track our performance against our own targets. I also know there is a huge amount to do and many challenges to meet - we highlight a few later in this report. However, as one Chief Executive of a “large PEI” explained to me at a recent Professional Engineering Forum – “we watch CIBSE closely, what you do we often follow, CIBSE is leading the pack”.

Membership:  We have reached the point when in the annual cycle we say goodbye to around 2,000, circa 10%, of our members who for whatever reason decide not to renew. We then spend a considerable amount of effort chasing these members, persuading them, we hope, and traditionally we then have around 1200 lapses by the time we reach August. I can't help wondering if all our effort is worthwhile and if there was an easier way – what do you think? As I write we are awaiting the Engineering Council figures for 2013, you will recall that in 2012 CIBSE was the fastest growing PEI in EC registrants in percentage terms. What we do know is that membership numbers look good – well done you to all.

International President:  As we approach our AGM on the 8th May and the Presidential Address at the Royal Society, we shall be looking forward to our very first “International President”, Peter Kinsella from Melbourne. Naturally there are opportunities and challenges. The opportunities are to demonstrate we are not simply a “UK Centric” organisation but one with worldwide interests and relevance; we think there will be a big impact on CIBSE’s profile in Australia, for example. Equally we shall have to do many things differently; while Peter currently plans to visit the UK three times in his Presidential year (May, October and February) that means that others will have to cover for the Presidential duties in London and the Regions for example. Board meetings will be different and no doubt some other things we haven’t scoped for yet. Nevertheless, this is another first for the Institution and I am sure we shall make it a success.

ASHRAE:  Once again the CIBSE delegation of our President, President Elect, Chief Executive, Technical Director and Tim Dwyer plus other notable CIBSE members travelled to New York in January for the ASHRAE Winter Meeting. There was a good CIBSE presence and the ASHRAE/CIBSE relationship continues to be very strong on a personal and professional basis. ASHRAE does so many things in a very different way to CIBSE that it certainly challenges me to think if we can or should do things better. ASHRAE is very much member led, the commitment and member work ethic is huge and in particular they are able to raise around $2.5M pa for research. It certainly makes me think. The visit also allows the President and President Elect to have some quality time together which I think is so essential.

Diversity:  I am pleased to report that Dorte Rich Jorgensen, with the enthusiastic support of our President have secured £40k funding for CIBSE from the Royal Academy of Engineering to carry out a research project on the “Embedding Equality, Diversity and Inclusion to Accelerate Behavioural
Change towards Sustainable Solutions and Actions”......
"CIBSE wants to improve our own diversity behaviour first to lead and influence our membership and their employers too. However, our view is that this project would target all professions and society on a whole as it is believed to be a probable first that a connection has been made of the benefits that are possible in creating sustainable solutions and implementing sustainable actions faster through the acceleration of behavioural change when there is a process and aspirations in place to embed equality, diversity and inclusion within a working culture.” As I write the project management plan is being agreed but I am sure we all congratulate Dorte and George on their success, another CIBSE first!

Premises:  Over the years, the “Balham or not Balham” question has been a recurring theme since CIBSE moved to Balham; a recent Board decision has tasked a small group to investigate the feasibility of developing the current Balham site for a more appropriate HQ and establishing if it is possible to fund this work by using part of the site for residential development.  In the meantime we continue to engage with other interested parties to see if there are any other feasible options to create a modern and appropriate CIBSE HQ in a central location. Whatever happens neither the Engineering Centre nor Delta House can continue to support the Institution satisfactorily in the middle term, say 3-10 years, and we do need a plan.

Technical Symposium: We are now looking forward to the fourth Technical Symposium in Dublin, 3-4 April 2014 - Moving to a New World of Building Systems Performance - hosted by the Dublin Institute of Technology, co-badged by ASHRAE with a significant ASHRAE presence, led by their President, expected.  This looks to be the best ever, a record number of papers and the quality is reported as being very high; and the organisers are talking about running three streams for some sessions.  Delegate rate starts from £60, so I do hope you will join us, as it should be another great Symposium. We are also thinking about how we can further develop the Technical Symposium programme; ideas are, as always, very welcome. Council members are once again strongly encouraged to consider attending for both days of highly valued Continuing Professional Development (CPD) and networking, all at the lowest possible price, and to encourage colleagues to do so. It is a deliberate policy to make the Symposium a valuable and accessible opportunity for as many members as possible to benefit from attendance and participation.

Staff:  For all of us there is the constant challenge to keep the team motivated and refreshed. Change is a fact of life and as the UK appears to be eventually coming out of recession, mobility in the labour market is bound to increase as confidence grows.  Certainly we have a lot of key staff changing at the moment and this is also an opportunity for CIBSE. Firstly, we welcome Adam Firbank as our first Marketing Director; Adam comes from Rockwool with a good knowledge of the manufacturers in our sector.  Jacquelyn Fox, who has been our Head of Sustainability for almost three years, has left us for an exciting post with ISG – as I write we are in the process of recruiting her replacement.  Pearl Mensah, who has been with us for eight years in the Membership Department, is leaving to join the Royal Aeronautical Society.  Finally, we have created a new post of Technical Manager to support Hywel and reinforce the Technical department; we anticipate starting the recruitment process shortly. I am sure we wish them all every success in the future and for those leaving, a big thank you to them for all their efforts.

IT Project Update:  It is also worth highlighting our progress on the three year IT Project, we are almost at the end of the Content Management System (CMS) implementation, with the new CMS due to go live in March, it has been a long journey but using our well established IT contractor, Hart Square, we have completed a significant amount of work in mapping our processes and establishing our requirements for the foreseeable future. We are using Precedent for the CMS delivery; we are waiting with bated breath for the results of the pre “go live” testing phase.  I must express my thank you to the Focus Groups who have been outstanding in assisting us, and our hard working staff.  At the same time we have started to review our Customer Relationship Management (CRM) software and are down to three preferred bidders from a relatively large field. We are currently on track but the timelines are tight. The most obvious immediate change will be a
new look web site and to the member or new visitor we will be a professional and effective membership organisation. Also our current circa 17 websites will be harmonised and the business processes will have been refined to be seamless and much more effective - that’s the aim.

Building Performance Awards: I must also mention the Building Performance Awards, which is a very high profile event held at the Grosvenor House Hotel. We are celebrating building performance by evidence and this is a challenge because it is not based upon hype or spin but engineering measurement. Yet again we have attracted good sponsorship and, I am told, very high quality entrants. I remain frustrated that we appear not to be able to get more than circa 720 to attend. This is a problem because we are under pressure from the venue, as clearly they make less money with us than an event that attracts over 1,000, for example. The challenge is either to attract more people to attend or we shall have to change to another venue. I would prefer the former but the question is how to get the attendance up.

Conclusion: I thought I should look forward, not only to Peter Kinsella as our first International President, but also to a forthcoming CIBSE Delegation to New Delhi for the ACREX - the Indian Society of Heating Refrigeration and Air Conditioning Engineers (ISHRAE) showcase event, with 400 companies represented and 40,000 visitors expected, we intend to assess what can be done to develop membership in India. The Knowledge Portal continues to grow and with the new CMS we anticipate further opportunities such as “federated” electronic document development and delivery. We also continue to try and empower our members, encouraging the young and Eng Tech. I anticipate we shall run our first proper Exhibition and Conference to try and fill the gap left by the M&E Show and we are intending to announce further details shortly. We constantly look for new partnerships and opportunities. CIBSE needs to be dynamic to face the challenges ahead and serve our members as well as society at large. There are significant threats and challenges but if we can work together for the common cause then all things are possible at CIBSE.

Appendices:
1. Membership Report
2. Technical Report
3. CIBSE Services Report
MEMBERSHIP

CIBSE Regions
CIBSE Staff have continued to visit regions in the UK including Yorkshire region in January, Home Counties North West in February and plans to visit Merseyside and North Wales in March/April 2014.

The regions continue to have a great programme of events. The number of member and non-members attending continue to increase and it is great to see the engagement across the UK and around the world.

Those appointed as Country Representatives around the world continue to make progress. Richard Smith from Atkins based in Dubai has over the last 4 to 5 months brought together a very active committee and a programme of events to serve members based in the UAE. Also we are looking to help Alan Lau from Parsons Brinckerhoff develop a committee in Shanghai, a good response has been received so far.

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 13 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 regional chairs and vice chairs met in Nottingham for a biannual meeting to share ideas for the further development of the network.

• The Network now has approximately 6,000 members, doubling last February’s total. CIBSE members, who are under 30, will now be automatically enrolled in YEN
• Over a third of YEN members are outside the UK.
• YEN Centres recently launched include East Midlands and West Midlands
• A number of areas where YEN is in development include: Southern, HCSE, N Ireland, ROI, South Wales and UAE

Annual Survey
The Annual Membership Satisfaction Survey was carried out again in December 2013 and January 2014.

Some key points drawn out of the results include:
• First time survey has been sent to both UK and International members separately, allowing more targeted questions
• Received 2146 responses = 11% response rate
• 51% of respondents were MCIBSE grade
• 49% intended to progress their membership grade
• 39% had been members for over 15 years.
• 97% of respondents intended to renew their membership in 2013

We will be undertaking a number of actions following after reviewing the results from the survey:
• Results to be published in CIBSE Journal.
• Results from the international survey will be shared with the international regions and country representatives and feedback will contribute to the strategy going forward.
• Positive feedback will be used for quotes on the CIBSE website and in related collateral going forward.
• CIBSE will be proactively contacting all those who expressed an interest in volunteering.
• CIBSE will be proactively contacting those who confirmed they would like to upgrade their membership
• All feedback, suggestions and questions will be reviewed and responded where necessary.
Accreditation
The membership team and Accreditation Panel continue to have a full programme of University visits in 2014 to both re-accredited courses as well as accredit new courses. Visits over the coming months include:

- London South Bank, March 2014
- University of Central Lancashire, March 2014
- University of Reading, April 2014
- Royal School of Military Engineering, July 2014
- University of Nottingham, June 2014

UKSPEC
The Engineering Council have now published the new editions of UK-SPEC Standard on the Engineering Council’s website these can be accessed via: [http://www.engc.org.uk/professional-registration/standards/uk-spec](http://www.engc.org.uk/professional-registration/standards/uk-spec).

Attention should be drawn to the enhanced focus on the ‘commitment’ element of the requirement for registration and the addition of one new standard of competence for all titles: ‘Exercise responsibilities in an ethical manner’ (E5). In response to strong feedback to the Engineering Council, a matrix comparing the requirements for EngTech, IEng and CEng is included as an Annex to UK-SPEC, to assist candidates, their advisors and assessors.

In keeping with the strong support for the previous editions, un-necessary changes have been avoided. The revisions are mostly for the purposes of clarification or updating in areas which have come to the fore since the previous review such as ethics, safety and risk management. Attention has also been paid to enhancing the distinctiveness between IEng and CEng.

The Engineering Council Trustees approved a transition period of two years to 1 February 2016, by when all professional reviews should be undertaken against these editions of the Standards. I would be grateful for your assistance in bringing these documents and the transition period to the attention of your staff and members. The previous editions are accessible within ‘archived publications’ on the EC website. [http://www.engc.org.uk/about-us/publications](http://www.engc.org.uk/about-us/publications)

Training & Development Forum
A Training and Development Forum is being held on 27th February 2014 which will bring together scheme administrators from exiting schemes and those interested in setting up a scheme to share best practice and receive updates on CIBSE activities including a focus on the EngTech Agenda.

Technician Apprenticeship Consortium
CIBSE continues to work closely with the Technician Apprenticeship Consortium [www.tacnet.org.uk](http://www.tacnet.org.uk).

The Technician Apprenticeship Consortium (TAC) is a group of over 30 large and small engineering consultancy practices that has come together to develop and deliver Advanced Technician Apprenticeships to assist in meeting the demand for highly skilled technicians. It was conceived in 2010 with just 6 employers and 8 apprentices. Since then it has become a highly credible and pro-active professional group with 19 employer members at national level and many more at local level. It is proud to have created in the region of 200 apprentice vacancies in 2013 alone making a total of over 400 apprentices in training.
The distinctive nature of the apprenticeship is that it was developed with the support of CIBSE and is mapped to the Engineering Council UKSPEC requirements for EngTech registration and LCIBSE. The apprenticeship therefore provides a valued work based route to a career as a professional engineer.

CIBSE will be presenting at a Technician Apprenticeship Consortium breakfast briefing on 13th February 2014.
**TECHNICAL**

**Technical Policy**
The Technical team provides support across the Institution to our technical activities, and also manages our interactions with government and other external stakeholders in policy and technical fields. This includes engagement 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 Education Funding Agency, OFGEM and Green Deal delivery bodies.

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, NHBC and NHBC Foundation, with the Technical Director being on the NHBC Foundation Expert Panel.

Support continues for CIBSE Certification, both for the Green Deal, the forthcoming Energy Savings Opportunity Scheme and to address the inadequacies in implementation of the Energy Performance of Buildings Regulations. In all our interactions with government and external agencies we are always looking to identify opportunities for Certification and the wider services team. The technical team also supports the ongoing development of the Knowledge Portal and the Knowledge Management Committee, the Technology Committee and CIBSE BIM Steering Group – in order to provide technical advice, define the market and add value to CIBSE membership.

**Current Policy Topics**

**Building Information Modelling (BIM)**
The BIM Implementation Strategy seeks to fundamentally reform public sector procurement, with significant, far reaching impacts on the construction sector as a whole and the building services sector, including CIBSE and other industry bodies, our members and the companies that employ them in particular. The BIM Strategy is one of only three or four industrial strategies that currently enjoy high level and strategic ministerial support and engagement at the Department of Business, Innovation and Skills, who have a clear agenda and determination to reform the construction sector. The CIBSE BIM Steering Group continues to provide 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, the Landscape Institute and the Institution of Structural Engineers, is a valuable source of information and signposting to the members on matters relating to BIM, as well as a tangible and growing demonstration of CIBSE collaborating with other partners in doing this. Interest is already being shown by other organisations in joining the initiative, in particular RIBA and the BIFM.

CIBSE continues to be closely involved in efforts to develop a digital plan of work and a national classification system for construction information, to replace the current Uniclass. This is proving challenging, as it involves an attempt to broker inter-institutional collaboration between a number of competing bodies.

**Building Regulations 2013**
The latest amendments to the Building Regulations come into force in April 2014. The only significant change to the regulations is the new fabric energy efficiency calculation for new homes. There is also an uplift of 6% for dwellings and 8% for non dwellings in the emissions targets. Officials insist 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. This will continue to require CIBSE input for the foreseeable future.

As well as the announcement on Part L, the outcome of the Housing Standards Review (HSR) and discussions about “Allowable Solutions” continue. The HSR proposes changes to the Energy and
Planning Act, to restrict the ability of planners to set local requirements to install renewable energy systems in buildings over and above the technical requirements of the Building Regulations. This is a contentious issue, which has recently featured in a statement on deregulatory measures from the Prime Minister.

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. The consultation on the Energy Savings Opportunity Scheme was launched in mid July and closed on 3rd October. CIBSE has been actively involved in the ongoing discussions with officials about implementation, and it is likely that this will recognise the existing schemes for energy assessors and Green Deal Assessors. Final announcements are due in May.

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, which submitted its report over the summer. A formal consultation exercise is awaited.

TECHNICAL NETWORKS
The Technical Networks include the Societies, Specialist Interest Groups and Young Engineers Network. The Society of Light and Lighting, Public Health Engineers and Façade Engineering and the Institute of Local Exhaust Ventilation Engineers are formal Divisions of CIBSE, their members are all CIBSE Members, and pay a modest additional subscription.

The 17 Specialist Interest Groups cover topics ranging from day-lighting and lifts to controls and electrical services. Participation is open to all, members or not, with an interest in the topic. Highlights for each Division and for the Groups as a whole are described below.

The Society of Light and Lighting (SLL)
- The 2013-2014 Masterclass series, “Quality UP, Energy DOWN” has been generally well attended. Feedback shows that the main reason for attendance was content and CPD training. Delegates come mostly from a lighting design or building services background, although more are from education. Most delegates spend approximately 40% of their working time on lighting. The staff team is working with the masterclass task group to identify new ways to enhance their value ahead of the next SLL Exec on 12th January.
- Membership now exceeds 2,500, due to targeted recruitment focused on specified contacts with an interest in lighting, as well as recruitment at LuxLive and regional events. Calls have gone out to Sponsors in Partnership and Sustaining Members to hold Membership Clinics at their premises, although uptake is low at present.
- The SLL Technical and Publications committee led by Paul Ruffles have developed a strict timetable for publications development and review, with the aim to review each title within 5 years. Forthcoming titles include a revised daylighting guide, an updated museums guide and a new guide to lighting places of worship.
- The Young Lighter of the Year Award for 2013 was awarded at Luxlive in November 2013, and the 2014 award has been launched.
- The Society will be represented in Frankfurt for Light+Build with the intention to review existing sponsorship relationships and to attract new sponsors and members to the Society.
- The Trotter Paterson Lecture with Professor Colin Blakemore is fully booked.
The Society of Public Health Engineers
- Current membership is 219 (182 in Feb 2013). 53 Industrial Associates (companies) support its work, representing a growth of 10 Associates since last February
- Holds regular technical meetings in London, the North West, Scotland and the South West
- The revised CIBSE Guide G: Public Health Engineering, has been launched, and is of significant interest to SOPHE
- The 2013 SoPHE Young Engineers Award was presented at the SoPHE Annual Dinner in London on 6th November. Winners Paul Foulds, and Ivana Rusnakova, from Hoare Lea, will be travelling to Tanzania with WaterAid to test their design.

The Society of Façade Engineering
- Has 379 members (263 in Feb 2013), with a third of members based outside the UK
- Made the first SFE Award for project innovation at the Glass Supper in November. The winner was Abu Dhabi’s Al Bahr Towers, submitted by Aedas Architects
- Provides speakers at UK and overseas events to promote the Society.

Institute of Local Exhaust Ventilation Engineers (ILEVE)
- Membership now stands at 141 (145 in Feb 2013, before the Society’s first lapses
- A series of technical and membership meetings is being held to promote the work of ILEVE to its members and potential members.
- ILEVE is in discussions about working in partnership with the Institute of Occupational Safety and Health (IOSH)

Specialist Interest Groups
- Have approximately 140k separate Group memberships. This figure represents a total of 35,000 unique individuals across all Groups
- Some 22,000 of these individual Group participants are not currently in CIBSE membership, about two-thirds of the total number of Group members, and therefore offer a significant potential for new members
- 8,000 CIBSE members do not belong to any Special Interest Group
- The largest Groups are ASHRAE (14K), CHP-DH (15K), Daylight (11K), Electrical Services (13K) and Energy Performance (16K). These five Groups alone have 20,000 non-CIBSE members
- Previously within all Groups, the most commonly held CIBSE membership grade was that of full CIBSE Member. This pattern has changed over the last year and many Groups have their largest number of CIBSE members at Affiliate Grade
- Approximately one quarter of all Group participants are non-UK based

Technical Symposium
The 2014 Symposium will be held on 3rd - 4th April at Dublin Institute of Technology, building on the success of the Liverpool event. The 2014 Symposium is jointly sponsored by CIBSE and ASHRAE, and also supported by the Future Cities Catapult, a Technology Strategy Board initiative to develop the knowledge and skills to deliver cities fit for the future.

A record number of papers were submitted, which the Technical Committee have reviewed. We aim to provide a programme that will be of value to a diverse spectrum of members, in age and specialism and, of course, geographical base. There is considerable interest in the symposium within Ireland, and we have enjoyed a tremendous level of support from the Republic of Ireland Branch.

Council members are once again strongly encouraged to consider attending for both days of highly valued Continuing Professional Development (CPD) and networking, all at the lowest possible price, and to encourage colleagues to do so. It is a deliberate policy to make the Symposium a valuable and accessible opportunity for as many members as possible to benefit from attendance and participation.
CIBSE SERVICES REPORT

CIBSE Certification

Poor compliance with Energy Performance of Buildings Regulations continues to be a concern for the business. There were fewer lodgements in 2013 than 2014, although on a positive note CIBSE Certification’s market share increased from 9% to 11%.

Scotland

The newly created register for Scotland now has 35 EPC assessors registered. At present there is no lodgement requirement for air conditioning reports or for Display Energy Certificates in Scotland.

Green Deal

In January 2014 we had confirmation from UKAS that our accreditation to certify the competence of personnel had been extended to cover Green Deal advice which means that we can now promote the Non-Domestic Green Deal Advice process more positively.

Finance

The forecast budget contribution from CIBSE Certification for 2013 was not achieved. The shortfall was £117,595. This was the result of a combination of unbudgeted eventualities. The key contributors were:

An increase in Landmark fees by 120% at very short notice meaning that every lodgement credit sold before the rise but used after the rise has cost CIBSE Certification £6.45.

The anticipated increase in assessor number as a result of the re-cast of the EPBD and Green Deal have not materialised for reasons that are well documented.

There was also a downward trend in lodgement rates.

Training and Events

The table is a summary of delegates trained in 2012/2013

<table>
<thead>
<tr>
<th>Event</th>
<th>No. of delegates 2012</th>
<th>No. of delegates 2013</th>
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</thead>
<tbody>
<tr>
<td>Tech briefings</td>
<td>182</td>
<td>109</td>
</tr>
<tr>
<td>EPC training</td>
<td>163</td>
<td>130</td>
</tr>
<tr>
<td>DEC training</td>
<td>26</td>
<td>13</td>
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<tr>
<td>Air con training</td>
<td>57</td>
<td>32</td>
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<tr>
<td>LCEA CPD training</td>
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<td>84</td>
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<tr>
<td><strong>DECC (funded training)</strong></td>
<td><strong>N/A</strong></td>
<td><strong>458</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>383</strong></td>
<td><strong>368</strong></td>
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Conferences

Due to poor engagement in 2012 for conferences we have opted to look at a series of technical briefings to run for half a day in 2013. We ran two of these in 2013. The first was in conjunction with
Dane Virk Engineering Doctorate student based at UCL, sponsored by CIBSE, researching effect of urban climates on buildings and approximately 40 delegates attended. The second supported this year’s annual lecture when approximately 70 people attended. Although a small loss was made (venue hire costs), we are likely to support the annual lecture again with more involvement in venue hire selection. As well, a further series of tech briefings subject is to be decided in 2014.

**Professional learning**
EPC courses continue to do well although there is a drop on the previous year. DEC has halved in attendance in 2013. Training will look at targeting council databases alongside MCC to improve numbers in 2014. ESOS legislation has been identified as an area that may yield a training opportunity (research currently being conducted). Air conditioning courses continue to be a struggle particularly outside London. No update for Green Deal courses and these remain on hold. CPD continues to be steady. It is hoped to increase the number of courses and topics on the next programme. This training tends to be directly correlated with certification.

**Flexible learning**
12 units finalised. 2014 will see the release of a new module in Drainage. The majority of revenues are still generated from the early adopters. A meeting has been scheduled in March 2014 to invite new companies to the new management committee. A new pricing strategy will be finalised by spring 2014. In addition research is being undertaken into new marketing incentives to get members to book on modules. Meetings to be scheduled in 2014 to transfer over into the new CIBSE CMS/CRM - Les Norman (online project manager) will be involved in the meetings to ensure our requirements are met. The on-line training modules will then also be available to use on iPad and possibly Android devices.

**Mid-Career College**

**In-house Courses**
2013 annual sales are up for in-house courses by approximately 9% on 2012. The average number of attendees for in-house courses is 10.

**Engagement:**
The most engaged in-house courses for 2013 are:

- 1 day course: Energy Efficiency Building Regulations: Part L (ADL2A & ADL2B)
- 3 day course: Mechanical Services Explained

**The most engaged in-house clients are:**

- London Underground
- Eurostar
- Cundall

**In-House Course News**
In the last quarter of 2013, we have run in-house 3 day courses covering electrical and mechanical services explained, and 1 day courses on legionella control, fire door maintenance, project management, electrical safety and Part L. We have had new business from Cundall, Eurostar, Ascott Hospitality Management, Magnox Power Station and Havmain, repeat business from London Underground, Eurostar, The Centre of Ecology and Hydrology and CLAW. Plans for Q1 2014 are to continue to increase in-house course income for MCC and we are off to a good start with 6 courses currently confirmed for Q1 2014.
Q4 2013 in-house course income comparison to 2012:

<table>
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<tr>
<th>Month</th>
<th>Income 2012 (£)</th>
<th>Percentage Change</th>
<th>Income 2013 (£)</th>
<th>Percentage Change</th>
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<tr>
<td>Oct</td>
<td>18,000</td>
<td>Increase 777.56%</td>
<td>12,000</td>
<td>Decrease 14.49%</td>
</tr>
<tr>
<td>Nov</td>
<td>14,000</td>
<td>Decrease 31.45%</td>
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Public Courses
2013 annual sales are slightly down for public courses by approximately 4% on 2012. The average number of attendees for public courses is 8.

Engagement
The most engaged public courses for 2013:

- 1 Day Course: Practical Project Management closely followed by Energy Strategy Reports and Practical Controls for HVAC systems which all attracted over 20 delegates.
- 3 Day Course: Mechanical Services Explained London which attracted over 15 delegates.

Most engaged public course clients for 2013:
- Shenton Global
- Southwark Council
- Atkins

Public Course News:
In the last quarter of 2013 we introduced Fire Risk Assessment PAS 79 to the course programme, the first of which ran in Nov 2013 and has been well received with an average number of delegates in attendance. The most engaged courses outside London, were ‘Energy Building Regulations(Scotland) : Section 6’ in Glasgow, followed by ‘Energy Monitoring and Targeting’ in Manchester. Plans for 1st quarter 2014 are to ensure delegates have access to training for the Part L ADL2A and ADL2B 2013 (conservation of fuel and power for new and existing buildings – non-domestic), which will come into force 6 April 2014. The notional building document is not due till Feb 2014, so there will be a small window in March to deliver this update before 6 April 2014. Other plans for 1st quarter 2014 are to target new contacts for our new buildings and local authority courses, through relevant publications and to increase e-marketing to external databases.
Overall annual comparison between 2012 and 2013:
Mid Career College has continued to perform well, generating a comparable income to the previous year of over 400k for CIBSE Services Ltd.

Journal

The Journal has continued to evolve the portfolio, to build on its editorial strength and to inject new creative flair to the publications visual design elements. 2013 saw both the editorial and design teams strengthened with new additions and the results are evident throughout the magazine - market feedback has been exceptional.

Income for 2013 was steady and achieved the forecast target, this was on a background of a toughening and unpredictable market. That said, many clients were won back, new clients were secured and the result was an uplift in recruitment and online sales. Extensions of the portfolio, in the shape of sponsored roundtable debates and sponsored email content, also helped to recover
the income figures in the latter months of 2013. Total revenue was 4.2% higher than 2012.

Conversely, costs increased in 2013 with distribution seeing significant rises against previous years, the increases seen both UK and Internationally. Postage rates rose sharply after a number of years of minimal change. This was coupled with rises in print costs, again these were relatively static for a number of years previously. 2013 proved a busy year for the Journal, with several supplements produced which means a great deal more print work. Rising membership and readership/subscription numbers means increased distribution.

The Journal will forecast a contribution for 2013, which is expected to be £104k equating to an overall shortfall of £39k against the projections. The 2014 budget has taken the previously unexpected cost increases into account.

The Journal expanded its digital offering, with the introduction of optimised editions available on all platforms and operating systems (Web, mobile, tablet). iPad users were able to download the CIBSE Journal App from the app store - providing an optimised experience especially for the popular tablet. The first three online browser versions of each optimised issue generated an average of more than 2,000 unique visitors and an average of over 13,500 page views each month. In total, there were 40,656 page views in the three months since launch. Over 800 people have downloaded the CIBSE app from the App Store so they can see every issue on the optimised iPad version, this number continues to grow on a daily basis.

The Journal recently held a Roundtable debate on the theme of the Green Deal and energy assessments. Sponsored by Vaillant, the Roundtable generated interest on Social Media and will be featured in full in the November edition. The Roundtable secured £11,000 in sponsorship revenue. During the remainder of 2013 there will be a sponsored webinar from LG which will bring in additional revenues and add value for our readers - over 230 people took part in the previous Journal webinar.

A number of supplements ran in 2013; Careers, Hotels and Leisure, BIM, Schools & Education, Lighting, Building Performance Awards as well as a brand new Products and Services supplement - which provided manufacturers with a new opportunity to showcase their latest innovations. The Product/Services supplement was popular with manufacturers, securing a good level of income and 2 further editions are planned for 2014. Forward sales for 2014 were kicked off in Q4 of 2013, significant levels of advertising were secured for the January 14 Careers Supplement following the popularity of the publication when it first launched in January 2013. The supplement, which is inserted to the Journal and distributed to 5000 schools, colleges and careers offices across the UK, looks set to be the most successful ever.

The Building Performance Awards were heavily promoted and supported by the Journal. Numerous case studies were featured, showcasing previous winners, and editorial/advertising space was allocated each month. The forthcoming event will be supported further with a special Awards supplement produced by the Journal. This will be distributed at the awards to attendees and then inserted into the March 14 Journal.

2014 will continue to build on the success through the last year, adding value for our readers, further developing all elements of the portfolio of products/services the Journal offers and by securing continued investment from existing and new industry clients.
Knowledge

The creation and dissemination of engineering knowledge is at the heart of what CIBSE does. CIBSE is the standard setter and authority on building services engineering. It publishes Guidance and Codes which are internationally recognised as authoritative, and sets the criteria for best practice in the profession.

CIBSE Knowledge Portal (KP)

2013 has seen the 2nd year of operation of the CIBSE Knowledge Portal since its launch at the end of 2011. The KP gives CIBSE members, of all grades, online access to the full range of professional guidance and knowledge, including the CIBSE Guides, Applications Manuals, Lighting Guides, Commissioning Codes, Technical Memoranda and the Knowledge Series.

In 2013 the Knowledge Portal has seen over 186,000 visitors, twice as many as 2012 and taking the total to over 275,000 visits from 182 countries. Activity levels are continuing to grow with October and November 2013 being the busiest months since launch, with January 2014 looking to continue this theme. The commitment to knowledge and its dissemination is reflected in the high number of CIBSE titles being downloaded by its members from the KP, exceeding 157,000 by the end of 2013 with a further 16,000 viewed in line. There are approximately 11,000 members registered for the KP, of whom 33% come from outside the UK overseas – showing the special benefit brought by the KP to CIBSE members from overseas.

The next phase of development of the KP arises from the current project developing the new content management system bringing a unified access to all CIBSE information, with enhanced design, functionality and user experience. The simplification of CIBSE’s web presence allows cross linking of knowledge to training and events and allows a proper engagement with its users eg supporting comments sections to its publications and through social media. Further plans are being developed to enhance the content with both additional CIBSE and non-CIBSE content.

Additional content will also be added both from CIBSE sources and other publishers (by agreement):
- CIBSE content – technical symposium papers, articles from CIBSE Journal (eg CPD); other content previously on main website etc
- Non CIBSE: other publishers’ documents freely available to CIBSE members under agreements now made with publishers including: FETA, HVCA, British Refrigeration Association, the British Flue & Chimney Manufacturers Association, a small number of BSRIA titles.

The need to migrate data to the new CMS has given us the opportunity to bring additional quality, consistency and usability to the content e.g. full bookmarking within the pdfs of CIBSE to enhance navigation and to deploy a new search engine.

Publications

CIBSE published a wide range of guidance in 2013 releasing 12 new titles (with a further 2 virtually complete and to be published early 2014), compared to 10 in 2012 and 3 in 2011. These are:
- AM12 Small scale CHP in buildings (January)
- TM51 Ground source heat pumps (February)
- TM13 Minimising the risk of Legionnaires’ disease (May)
- Embodied carbon report (June)
- TM52 The limits of thermal comfort: avoiding overheating (July)
- LG4 Sports lighting Addendum (July)
- TM54 Evaluating operational energy performance of buildings at the design stage (August)
- CIBSE Briefing 4 Enhanced Capital Allowances (September)
- TM53 Refurbishment (September)
• SLL LG9 Lighting for communal residential buildings (October)
• Technical guide to green roofs (November)
• Guide G Public health engineering (print Dec, publish 2014)

The two further titles almost completed, nearly ready for publication at the year end (for publication early 2014) are:
• Probabilistic climate profiles (ProCliPS) (under KTP project)
• LG13 Guide to lighting of places of worship

CIBSE’s publication schedule includes about 25 titles for 2014, presenting a number of challenges but demonstrates CIBSEs commitment to knowledge and its dissemination. These titles include new editions of Guide B: Heating, ventilation, air conditioning and refrigeration (now to be in 4 volumes), Guide M Maintenance engineering, Guide A: Environmental design and an AM on biomass heating.

Additionally, the CIBSE BIM steering group initiatives including the launch and promotion of the BIM Talk website and the creation of a number of product templates for building services products are moving towards more major outcomes.

The move towards virtual meetings for knowledge generation is already improving the process of generation – and benefitting from the input of a wider range of CIBSE membership, especially those overseas.

Challenges made by the Portal to the way the Institution gathers, collates and reviews its Knowledge are already impacting on knowledge generation processes and structures including the creation of a number of new knowledge sub-committees reporting to KMC (CIBSE’s Knowledge Management Committee). These are currently the Delivery Sub-Committee (KDSC) chaired by Mike Smith, and the Delivery Sub-Committee (KDSC) chaired by Andy Ford. This will require continuous development for the foreseeable future with the challenge to create quicker routes to publication for high quality CIBSE knowledge.

Knowledge Finance
The steady growth of use of the Knowledge Portal, and attraction of membership, is set against another reduction in publications sales – both of CIBSE’s and of the other non-CIBSE titles that we sell. A recent title, TM54 ‘Evaluating operational energy performance of buildings at the design stage’ exemplifies the situation having been downloaded and viewed on-line over 2200 times since launch in September and selling under 60 copies.

Publication’s positive contribution to CIBSE revenues for 2013 remains at a good level although slightly reduced to those of 2012, in proportion to the reduced levels of income both from publications sales and overall incomes.
FINANCE AND SUPPORT SERVICES

The full year results for 2013 are being finalised at the time of writing as the statutory auditors are currently on site. It is likely that a small surplus will be recorded against the budgeted loss which is a good result in a continuing difficult economic climate. Trading has been particularly difficult in the areas of one day conferences, EPC and DEC training, and journal advertising.

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

The statutory accounts for 2013 will be presented to the CIBSE Board in March 2014.

The project to select the new Customer Relations Management system for the Institution is progressing quickly, with six potential suppliers having responded to a detailed Invitation to Tender, and a shortlist of three having been chosen for further consideration. Detailed presentations from each selected supplier are scheduled for the week of the Council meeting, after which a preferred supplier will be selected. It is hoped that the new system can be introduced in the current calendar year, although this will be dependent on the supplier selected and the degree of customisation of the system that is required.