INTRODUCTION

As we move into 2012 the challenges and spectrum of interests that the CIBSE members are involved in appears to get ever wider and even more diverse. Personally, I think this is a good thing but there are risks; we do need to be focussed on our core activities of a Professional Engineering Institution (PEI), getting the membership process right, have real valued added benefits of membership for members encouraging others to join and embark on the CIBSE journey. I am impatient by nature and I often think progress is painfully slow but when one takes, perhaps, a more rational and considered approach I think it is fair to say that CIBSE has adapted and changed significantly. I often refer to creating an agile, dynamic and relevant organisation with members at our heart. This is still our course as we plot our journey – challenges, yes, disappointments, of course, but as you read this report I hope you will be encouraged and invigorated on what we are doing together.

The economic challenges and the general downturn in UK construction over the last three years has affected CIBSE, but I am pleased to say that our financial end-of-year position is significantly stronger than we had planned for in the budget and our cash position is some £450K stronger, notwithstanding our significant investment in the Knowledge Portal. Strong financial management is an essential element of any successful organisation and while we are far from perfect, controlling costs, debtors and cash has been very effective. It is this control that allows us to invest in the future.

Internally, we are continuing to develop our capabilities, our Technical Department is now maturing and has given the Institution a real boost. Our ability to span the technical spectrum, engage with the Societies, Special Interest Groups (including YEN) and be able to provide consultation, as well as inform is first-rate. Our Communication and Marketing Department is still forming, but if CIBSE is to communicate our messages effectively, we need to have a proper delivery mechanism. Already the signs of progress are there but in this age of “instant messaging,” much of our relevance will be judged on our ability to communicate.

Knowledge Portal  In my last report I said that the Knowledge Portal (KP) was almost there; as I wrote that I had my fingers-crossed. IT projects are fraught with risk even to the most complex organisations. Well the KP is up and running with a large number of visits and downloads, more detail later in the report. As members renew their subscriptions, and we approach the proper launch at EcoBuild in March, it looks as if we have made the first step to give our members access to knowledge where ever they may be. This is a bold step, and probably unique in the PEI world. This new era beckons a new process of processing and sharing knowledge and perhaps information too. It also puts a spotlight on to research, which should result in knowledge and how best CIBSE should use its influence for betterment. What is certain is that the four or five year refresh cycle for our publications is no longer acceptable.

Building Performance Awards  As I write this, we are some days away from the event, but already it looks as if we shall have an even better event than 2011. Certainly there will be more people and more sponsors but that is only one measure. What we are showcasing is a profession who can add real value to society, more effective buildings, less energy, better design and an outcome that makes people feel good. While it is true that many other PEI’s no longer have such events it seems to us that there is such a positive outcome in sharing the engineering successes – I hope you have enjoyed it too. Also I should say there is positive interest from the major clients who increasingly see the benefits of a properly engineered world (I hope)!
Technical Symposium  Although in the future I feel is still worth a mention that the Technical Symposium on the 18/19 April is almost with us. The Symposium at Imperial College is another landmark, raising our game and encouraging all to share in the technical challenges. The event will be co-badged with ASHRAE, something we traditionally do every four years with them, and we will be hosting a significant ASHRAE delegation, I do hope you will be able to join us.

CIBSE Conference  While thinking about 2012 I need to mention another change to our annual calendar. Members will recall the National Conference, which was traditionally a two-day event, reduced to a one-day event last year. It was evident that this model was not as successful as we would have liked, although we shall still be running many one-day conferences. This year the CIBSE Conference will be on the 10/11 October in conjunction with the M&E Show at Olympia – we understand the Show is likely to have new name too. We are doing this in partnership with UBM, so yet another new challenge for us.

Staff  It was with much sadness that as we came back to work in the New Year to hear the news that Madeleine Archer, our press officer, had died suddenly over the holiday. Madeleine was a very happy and positive person who is much missed. CIBSE was very well represented at her funeral and we have, naturally, sent our condolences to her family.

The CIBSE Presidential Team of Andy Ford, David Fisk, Hywel Davies, Tim Dwyer and I have just returned from Chicago, attending the ASHRAE Winter Meeting. The visit to ASHRAE is a most valuable one. Firstly, it gives the President and President Elect some quality time to chat and discuss matters of import and shape the direction of the Institution. Secondly, it is possible to compare and contrast the two organisations. ASHRAE certainly has many strengths, which are worth aspiring too but equally it highlights CIBSE’s strengths too. Although I can’t recommend Chicago in January, it was a very worthwhile visit.

In my last report I wrote “Building Information Modelling (BIM) also continues to be an issue of the moment and something where, under the leadership of our Immediate Past President, Rob Manning, CIBSE has a key and significant role to play” and so it still remains true. The Cabinet Office is running many work groups to launch BIM, internally we are spending a great deal of time not only trying to bring the various stakeholders together but also to achieve some clarity on CIBSE’s role in ensuring the profession is properly represented and we are part of a positive change process.

I do hope you will enjoy reading the rest of this report produced by the senior staff. As always we welcome questions and debate - after all it is your Institution

MEMBERSHIP

Membership as at 24 January 2012 stands at 19,130 indicating an increase of 599 members since the last Council meeting on 7 October 2011 (18,531). This is slightly down on the end of year for 2010 when membership was 19,323.

The current membership numbers as at 24 January 2012 broken down by grade are:
The main movement in membership numbers since January 2011 shows that whilst the Member and Affiliate grades have increased the other grades have decreased. To target new members and also retain existing members a membership development plan has been drafted to achieve a net membership growth of 500 new members in 2012. To achieve this target it is important that CIBSE communicates the value of membership particularly access to the Knowledge Portal, as well as existing membership benefits.

The structure of Membership Department has been reviewed and from 1 January 2012 a new structure is in place to provide a better and efficient service to the membership. This will have both an outward facing focus, reaching out to new members, and an inward approach dealing with the membership applications and enquiries, and subscriptions. The team dealing with those activities that are outward will be led by Pearl Mensah as the new Head of Membership and the inward team will be led by Marta Pacheco who will be the new Membership and Registration Manager. Gillian Francis has also joined the Department as the Membership Development Officer and will work with Pearl on developing new leads and to encourage membership through the Knowledge Portal.

Following guidance from the Engineering Council a new experiential route to the Associate and Member grades is now available. This is designed for experienced engineers who do not have exemplifying qualifications for registration but can demonstrate through the knowledge and understanding they have acquired through their work that they meet the requirements for registration as well as membership.

A new ‘quick join’ applications processing procedure linked to the Knowledge Portal is now available enabling new members to join almost immediately as an Affiliate member via the KP. An online application and payment procedure for all grades of membership and registration with the Engineering Council will shortly be available on the CIBSE website. This will speed up the process for new applications and transfers to membership grades.

CIBSE relies on the volunteer effort of members who give their time freely to assist in various activities and we are most grateful. Volunteers are needed for the CPD Panel, The Training and Development Panel and the Careers Panel.

**Initial Professional Development**

The current number of trainees registered on the CIBSE approved training and development scheme is 278 with 17 pending registration. There are 30 approved company schemes with 6 in progress (34 schemes in January 2011).

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

The CPD Panel has agreed to nominate a candidate who has submitted a successful annual CPD record as a ‘CPD Champion’ and for the calendar year 2010 this was awarded to Bryan Alston who will receive a voucher for a CIBSE 1 day course. An article has been included in the CIBSE Journal February 2012 on Bryan’s success and also encouraging members to complete their CPD records for 2011.

Both the Education, Training and Membership Committee and the CPD Panel have agreed the need to take a harder line on completion of CPD by members. Members are required to actively maintain their CPD under the Code of Conduct and it was agreed that a detailed process for monitoring and recording CPD participation by members was needed. The CPD Panel is drafting a proposal.

Careers

A revised careers strategy has been drafted by the Careers Panel that will focus on the following objectives:

1. To protect and encourage the supply chain into building services engineering.
2. To increase the pool of potential CIBSE members
3. To improve the visibility of building services engineering, within the spectrum of engineering and construction careers
4. To increase understanding of and interest in the building services engineering occupations among young people and the general public
5. Through succession planning within the Institution, to safeguard the future of building services engineering as a distinctive profession

CIBSE will once again sponsor the Big Bang in 2012 which will take place from 15 to 17 March at the NEC Birmingham and will participate in the careers hub operated by Engineering UK. Our materials and giveaways will enable CIBSE STEM Ambassadors to talk to individuals and groups about their careers. Both the West Midlands Region and the local YEN are actively involved in the event. CIBSE YEN members are involved in the Regional BB events for which there is no charge to exhibit and good results are reported.

A guidance package in the form of a toolkit/handbook for Regional Careers and Education Champions to help them access what is available is being produced. The Careers Panel is looking at ways of improving communication channels both ways between itself and what individual Regions are doing, so that best practice can be shared.

The Professional Engineering Institutions are working on The Engineering Careers Project. This initiative will generate virtual and hard copy materials and activities designed for under 16s based on a common engineering message. CIBSE expects to have substantial input and to contribute examples and case studies drawn from building service engineering. CIBSE’s resources are focussed on the 16+ audience.

The Education Fund is now the responsibility of the Education, Training and Membership Committee and it is proposed that some of the Fund might be used to i) update and maintain the careers-related pages of the website, and ii) create and maintain an interactive careers map. Expenditure from the Fund is subject to approval of the budget by the Board.

Apprenticeships

Discussions are taking place for a new Advanced Apprenticeship scheme in building services engineering that will offer Licentiate membership and EngTech registration for individuals working in consulting engineering practices. The development work has already started with support from a consortium of consulting practices and CIBSE is in discussion with SummitSkills for their support.

CIBSE is working with BTEC/Edexcel on the development of a level 6 Diploma in Construction and the Built Environment designed for building services engineers. This will provide an alternative non-degree route.
CIBSE Coordinators have been appointed at 16 universities willing to promote CIBSE and encourage CIBSE student membership. A task Force of the Education, Training and Membership Committee has been established to develop relationships with University Coordinators and encourage student membership.

CIBSE continues to actively engage in the accreditation of degree programmes in building services engineering. Recent accreditation and re-accreditation of undergraduate and post graduate programmes include: Heriot Watt University, Ulster University, Hong Kong Polytechnic University, the University of the West of England and Brunel University.

International Activities

The proportion of members residing outside the UK totals 27% and members reside in 95 countries excluding the UK. Since 2001 to 2011 international membership has grown by 31% and the international growth is being enhanced by the appointment of Country Representatives in Bahrain, China, Ontario, Qatar, Singapore, South Africa, Sri Lanka, Thailand and UAE. The appointment of Vice-President Peter Wong in Hong Kong and Vice-President Peter Kinsella in Australia and New Zealand, play an important role in developing membership growth in these countries. They have recently been updated with information on the Knowledge Portal which will be of considerable benefit to members overseas.

CIBSE hosted a visit by a delegation from the China Committee of Heating, Ventilation and Air Conditioning on 26 October 2011. The meeting was chaired by David Hughes, Past President and International Champion, and included a good exchange of information on Codes and Standards. CCHVAC is an organisation with approximately 30,000 members with a comprehensive influence over 800,000 staff dedicated to advance the heating, ventilation, air conditioning and refrigeration to serve humanity and to promote a sustainable technology in China. The visit concluded with the signing of a Memorandum of Understanding between the two organisations to work together in future.

The President, Andy Ford, and Tony Sung, Board member, attended the World Renewable Energy Asia Regional Congress held from 28 to 30 October 2011 at Chongqing University, where Andy was a key speaker. The CIBSE Representative at Chongqing University is Professor Li Baizhan who is keen to have CIBSE accreditation for their degree courses and Tong and Andy were able to conduct a preliminary advisory visit on accreditation.

On his way to Chongqing Andy also visited Qatar, where he signed a Memorandum of Understanding between CIBSE and the Gulf Organisation for Research and Development that covers collaboration in a number of areas, and Singapore where he met members and discussed future developments.

Regions

To develop better communications with the Regions, Roadshows will be conducted by senior officers and staff who will arrange to attend Regional committee meetings to meet members locally, to hear their issues and concerns and to receive feedback on how we can provide much better support and work more closely with the Regions. The first visits in 2012 will include 3 Regions which will be evaluated for their success and planning will start on the remaining Regions.

Professional Practice Committee

The Professional Practices Committee advises the Board and the President on all matters relating to the Code
of Conduct of members and administering the disciplinary procedures of the Institution. The Committee is currently undertaking a review of its procedures will be subject to approval by the Board. Additionally it is drafting guidance to members who give or receive hospitality from people that they have a professional relationship with.

TECHNICAL & POLICY

Technical Team

The Technical team continues to cover a wide and diverse remit of activities which includes managing the Institution’s interactions with the Departments of Energy and Climate Change, Communities and Local Government and Business, Innovation and Skills, and with bodies such as Partnerships for Schools. The Department also contributes to activities of the Construction Industry Council, UK Green Building Council, British and European Standards, Better Buildings Partnership, Zero Carbon Hub and the NHBC. Highlights of these activities are described in the following sections.

The Technical Team also manages the Societies, the Specialist Interest Groups, Young Engineers Network and contributes to University Liaison, in particular in relation to research activities. The team also provides support for CIBSE Services work in Certification, in particular around the Green Deal at present, and for publications. These are also described below.

Building Information Modelling

Although Building Regulations and the Green Deal may be the legislative headlines, the Cabinet Office Efficiency and Reform Unit and the Department of Business, Innovation and Skills work on the development of public sector procurement may be even more significant and far reaching for the construction sector as a whole and for the building services sector, the Institution, its members and those that employ them in particular.

CIBSE is leading the CIC BIM Forum, which is chaired by immediate Past President Rob Manning. He is also leading a small working group which is currently working to align the various plans and schemes of work in order that they can deliver the information that the government client is specifying at the appropriate stages in the procurement process.

The technical team is providing input to the work, including the secretariat to the CIC BIM Forum. This activity is just the start of a four year programme to enable government to require the use of BIM on all public sector projects worth more than £5million from 2016.

Building Regulations 2012 Consultation

CIBSE contributed extensively to the preparation of the consultation on Part L for non-domestic buildings (See June Council report for a fuller description), and presented the report of the non domestic working group to the Building Regulations Advisory Committee (BRAC) in July. The consultation was finally launched on 31st January 2012, and members of council based in England and Wales should have received notification from CIBSE that day to advise them. The Part L webpage has been reactivated and refreshed and is being used as the central focus for the development of the CIBSE response, which is due for submission by 27th April 2012.

Forouzan Parand, Head of Building Physics at URS continues to chair the Industry Working Group, made up of a cross section of industry participants, which will meet on 6th March to discuss the consultation. It is intended to maintain the group as a means of providing an industry view on the Part L aspects of the consultation. CIBSE will continue to provide the Secretariat for this activity.

Green Deal

Government’s flagship policy for improving the energy efficiency of the UK building stock will be launched in October 2012. Already there has been a huge amount of work to develop the policy and to prepare the infrastructure for Green Deal Assessors, Installers, Providers and the associated certification and
accreditation arrangements. CIBSE responded to the Green Deal consultation, which consisted of nearly 2,000 pages of material which had to be analysed and responses prepared in an eight week period, which included the Christmas break. A number of members and non-members participated in a workshop in early January to develop the CIBSE response, and others contributed by email. The response is available on the Consultations section of the CIBSE webpages.

Whilst the consultation has closed, there is still significant activity and engagement with DECC. This includes our participation in a Ministerial Forum which has been established by Greg Barker to advise him on ways to improve uptake of the Green Deal. CIBSE is an active participant in the non-domestic working group of the Forum, and recently joined a small group who met with the Minister to discuss the issues around commercial uptake in more detail. This discussion also touched on the potential role for Display Energy Certificates in stimulating Green Deal take up.

The Society of Light and Lighting
- The Society has been successful in getting the Lighting Efficiency Numerical Indicator included in the Part L consultation released on 31st January. This is the result of a great deal of effort by both SLL membership and the CIBSE Technical Team.
- The 2011-12 Masterclass series ‘One Building a Minute’ has visited Southampton, Glasgow, Manchester & Bristol. Still to come are venues in Leicester, Newcastle, York and London.
- 150 people attended the Society’s prestigious Trotter Paterson Lecture, given by Mark Rea from the Lighting Research Center at Rensselaer Polytechnic, New York.
- The Society’s flagship competition, Ready Steady Light, celebrates its tenth anniversary in March with the launch of Junior Ready Steady Light the preceding day.
- The new Code for Lighting is due to be published at the end of March.
- The Society is taking an active role at Light & Build, Frankfurt in April, including a Masterclass as well a dynamic presence through social media at The ARC Show in February.
- SLL continues to grow on Twitter – follow them @SLL100

The Society of Public Health Engineers
- Current membership of 173 (164 in Feb 2011) with 37 Industrial Associates supporting its work;
- holds regular technical meetings in London, the North West, Scotland and the South West;
- is currently helping to revise CIBSE Guide G: Public Health Engineering;
- the SoPHE Annual Dinner held in November attracted 280 guests, a record number. Anokhee Shah was announced as winner of the 2011 SoPHE Young Engineers Award.

The Society of Façade Engineering
- Has 250 members (232 in Feb 2011), with some 40% of the members based outside the UK;
- holds regular technical events in London and has started to hold events in the Gulf region;
- provides speakers at UK and overseas events to promote the Society.

Institute of Local Exhaust Ventilation Engineers
- ILEVE development is progressing, with membership now standing at 116 Affiliates.
- The ILEVE committee recently organised an information day with over 100 attendees including representatives from trade associations, manufacturers, contractors and consultants. This produced a significant further interest in ILEVE membership.
### Special Interest Groups
- Have approximately 118,000 separate Group memberships - up almost 25% over the last year. This figure represents a total of 30,000 unique individuals across all Groups;

- 19,000 of these individual Group participants are not in CIBSE membership - over 60% of the total number of Group members;

- The Groups with the largest followings are ASHRAE, CHP, Daylight, Electrical Services and Energy Performance. Across these five Groups alone there are 17,000 non-CIBSE members.

### Young Engineers’ Network
- The Young Engineers’ Network (YEN) has now grown to approximately 1500 members, representing a 50% increase in the last year;

- there are now 11 active YEN Centres across the UK and internationally, with interest in the creation of new centres in South Wales and the Southern Region;

- there have been two meetings of YEN Centre Chairmen and Vice-Chairmen over the last year. These meetings are a new addition to the YEN calendar, designed to address developmental issues. A further meeting is planned to follow the Technical Symposium in April, and is to be hosted by the South Wales Region, with sponsorship support from Ruskin Air Management Ltd.

### The CIBSE ASHRAE Technical Symposium 2012
- Due to the success of the 2011 Technical Symposium, another similar event is being planned, this time in conjunction with ASHRAE, for April 18-19 2012 at Imperial College London;

- 50 papers from industry and academia are currently being put through a full blind refereeing process, with final drafts being prepared for mid-February. Delegate booking is also now open.

- A number of speakers will be participating from ASHRAE, including President Ron Jarnagin and at least two ASHRAE Past Presidents

### Certification
The team continues to provide regular technical support to CIBSE Certification, participating in discussions with both DCLG and DECC in relation to the Energy Performance of Buildings regime and the Green Deal.

### Publications and Research
The team contributes to various R&D projects, managing support from the research fund for publications, including revision of Guides A, B and F, CIBSE TM44 for air conditioning inspections, benchmarks for energy assessment of buildings and development of CIBSE TM22 to support a range of building performance evaluation projects. There is also currently activity to negotiate access to updated weather data from the Met Office, and discussions about CIBSE guidance in relation to overheating in buildings.

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

### University Liaison
The team works with a number of research active universities, especially in the areas of energy performance and building services related research. Several do not currently run CIBSE accredited courses. This extends our network for developing new knowledge within the CIBSE membership, and provides opportunity for the
development of membership within these departments. The membership team recently visited the Centre for Doctoral Training at UCL as a result of our participation in the Centre’s Steering Committee. CIBSE Technical department is also involved in several other University projects.

**Carbon, Control and Comfort:** User-centred control systems for carbon reduction and load distribution. A three-year research project, funded by E.On and EPSRC UK, with Kings College London, University College London, Cardiff, DeMontfort and Leeds Metropolitan Universities and the University of Greenwich, aiming to engage social housing tenants in the design of control systems that they like that will give them acceptable comfort conditions and reduce their energy use.

**CALEBRE, 'Consumer-Appealing Low Energy technologies for Building RETrofitting**' aims to establish a validated, comprehensive refurbishment package for reducing UK domestic carbon emissions that is acceptable and appealing to householders, specifically targeted at solid-wall properties (classified as 'hard-to-treat'). It brings together the Universities of Warwick, Ulster, Nottingham, Oxford, Heriot-Watt and Loughborough.

**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. Useful discussions with the current REHVA President, Professor Michael Schmidt of Stuttgart University, were held at the ASHRAE Winter Meeting, and the CIBSE Board will be considering the matter further in March.

**CIBSE SERVICES REPORT**

**CIBSE Certification**
Following feedback from a consultation exercise initiated by Brian Moss, Certification are preparing a case for moving a significant proportion of the more expensive Level 5 auditing in-house. Some work is in hand to assess the impact of this, and the case will be forwarded to the Chairman of the Board early in February.

The anticipated mandatory lodgement of Air Conditioning Inspection Reports expected in October 2011 did not materialise, and the implementation date is now 6th April 2012. A combination of this delay and some costs associated with taking part in the Green Deal Pilot Scheme did have a detriment impact on the end of year budget surplus, which had been predicted to be higher early in the year.

Through our engagement in the Green Deal process we are picking up very mixed signals on exactly how the commercial benefits will be realised. However if we wait until things are clearer, we might have missed the opportunity.

Significant dates in the first part of the year are the UKAS audit for the Green Deal pilot on 9th February and the mandatory lodgement of air conditioning reports on the 6th April. We are expecting our next DCLG audit during the same period, but we do not have a date at present.

**Training and Events**

The training and events department had a strong autumn and winter 2011, meeting and exceeding forecasted income and attendance in most areas.

The Mid Career College programme attracted an impressive number of delegates to the open course programme particularly on topics such as How to Specify a Ground Source Energy System, Standby Diesel Generators and Energy Surveys.

We had some interesting and well attended conferences at the end of 2011. Highlights included a CHP group
event on ‘What future for CHP and District Heating’ and a one day conference on ‘New Funding Mechanisms For Sustainable Buildings’.

Online learning take up has been strong from our early adopters and further work is being put in to developing a market for these units.

2012 has started strongly with a January conference on air distribution, air quality and ventilation and also energy assessor and air conditioning inspector courses. In addition the Mid-Career College course programme has been well attended. To pick out just one highlight the course on “Low and Zero Carbon Energy Technologies: Undertaking feasibility studies and understanding design considerations” is proving to be particularly popular.

Plans for 2012 include some further LEED training, conferences on BIM, Biomass and Data Centres; development of Green Deal advisor training; expanding our Mid-Career Course programme and the addition of two further online learning units.

Journal

The February edition of the Journal has just been published. It includes features on the redevelopment of Birmingham New Street Station, industrial and commercial heating and a review of CIBSE publication AM14. There is also a short preview of the Building Performance Awards, as well as the usual regular content.

Work is continuing on the March issue, which will be focused on air conditioning, and will be accompanied by a supplement on Schools and Education. It will also include coverage of the Building Performance Awards (and the winners brochure will be mailed out as an insert with the Journal), and a write up of the ASHRAE Chicago conference.

The Journal performed strongly in the second half of 2011 in terms of advertising revenue, finished the year with a deficit of approximately £30,000 against the Budget forecast compared with a predicted shortfall in August of £60,000. In further positive news, Mitsubishi renewed their sponsored column for six months, and sponsors were found for the CPD columns in both January and February 2012.

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Supplements and other Initiatives

The next planned supplement will be the Schools and Education supplement, which is scheduled to
accompany the March Journal. Following this, the next supplement will be the CIBSE supplement in June. This is a supplement purely about CIBSE and will have major input from the President (David Fisk). It will provide information on our positioning on key issues, notably the Green Deal.

Other commercial initiatives being discussed include possible supplements on topics including:

- a commercial directory
- careers guide
- Young Engineers
- BIM
- Society of Facades

Redactive and CPL are also exploring the opportunities for running more round tables and webinars around areas of topical interest, BIM being the most likely next topic.

We are also investigating the merits of commissioning an iPhone/iPad app for the Journal – at a cost of £1,500 plus £300 per issue. However, gathering data on numbers of prospective users is proving difficult. In the meantime, pdfs of all back issues of the Journal have been made available as pdfs, allowing them to be viewed more easily on smartphones and tablets.

Publications
Published in 2011:
LG5: Lighting for education (new edition) – with SLL. Sales stand at 187 since Feb and 187 downloads off KP since 1 Nov.
SLL Guide to lighting of licensed premises. Sales of 5 since publication in Sep and 109 downloads off KP.
KS17 Indoor air quality. Sales of 31 since publication in October and 375 downloads off KP since 1 Nov.

Imminent titles Q1 2012 (with likely publication date):
Guide F Energy efficiency in buildings (NEW EDITION.) Production virtually complete, nearly ready for print
TM44 Inspection of air conditioning systems (NEW EDITION.) Final draft being prepared (Mar)
SLL Code for lighting (NEW EDITION), in hard copy. Production underway, BSI approval needed for large extracts (Mar/Apr)
KS Psychrometry (NEW TITLE). At peer review stage (Mar)
KS Humidification (co-publication with FETA) (NEW TITLE.) At peer review stage (Mar/Apr)
KS Data Centres NEW TITLE. At peer review stage (Mar/Apr)
Building Operations Manual (NEW TITLE.) Draft currently up for public comment (Mar/Apr)

Next titles for publication
AM Biomass (co-publication with Carbon Trust) (NEW TITLE.) Draft not submitted to CIBSE by CT yet, then needs refereeing (Apr/May)
AM12 CHP for buildings (NEW EDITION.) Refereed, final text due from author (May)
TM Ground Source Heat Pumps (NEW TITLE.) Authors work to be completed - filling gaps in draft (May)
TM13 Minimising the risk of Legionnaires’ disease. (NEW EDITION.) Draft nearing completion (June) TM Refurbishment (NEW TITLE.) Awaited completion since April 2011 (June)
New Future weather data (nearing completion).

Later in 2012
Guide K ( NEW EDITION.) Project stalled under existing Chair. New process established under different chair to get completion
Guide A Environmental design (NEW EDITION)
**Guide B HVAR (NEW EDITION)**  
Data Centres handbook (NEW TITLE.) This is to follow publication of KS see above

On hold  
Low carbon cooling TM (co-publication with GLA). Draft rejected by referees. Solutions are under review.

**Key projects**  
**TM44: Inspection of air conditioning systems.** In Spring 2011 CLG requested an urgent update to address auditing regime and software issues requiring publication in October 2011. Schedule revised by DCLG in Sep (with implementation of change now set for April 2012) moved back publication. Final draft not supplied to CIBSE yet

Guide A: *Environmental Design.* Negotiations with the Met Office regarding access to weather data needed for the update of Guide A chapter 2 eventually resolved. A5 draft delivered. Other Chapters moving well with A8 ‘Health and safety’, previously with concerns over progress, catching up.

Guide B: *HVACR Systems.* All sections now progressing with B1 ‘heating’ probably slightly behind.

Inter-relationships between Guides A and B proving interesting. Resolution of Guide A/B overlaps and/or discrepancies may slow delivery but lead to better guides.

**BIM project.** Initial plans for a publication on BIM, were replaced by a proposal for a BIM library, recently further revised to produce BIM templates. Final CIBSE position to be established.

**Resource**  
A new CIBSE Editorial Manager - Sanaz Nazemi, started on 1 August 2011, and has now taken on most publications projects and bringing focus and concentration to them. She is showing excellent promise.

**Publication Sales**  
Net contribution from Publications for 2011 was just over £113k and over £9k above budget. Actual Publications Sales were nearly £190k, which alongside other Publications revenues, gave income of £294k. Being 30% below budget this was more than off-set by reduced spending. Primarily attributable to the lack of new titles ready in 2011 (and fall-off in industry activity), the first half of 2012 looks to be more promising on the publication front and allowing a clearer consideration of the impact of the Knowledge Portal. Move towards ‘print on demand’ (in batches) will reduce excess initial investment in stock and reduce risk of over-stock.

Top selling titles for 2011 are:

<table>
<thead>
<tr>
<th>Title</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting Handbook (273)</td>
<td>273</td>
</tr>
<tr>
<td>LG5 (187 copies)</td>
<td>187</td>
</tr>
<tr>
<td>Guide D: 2010 (246)</td>
<td>246</td>
</tr>
<tr>
<td>TM42 (133 copies)</td>
<td>133</td>
</tr>
<tr>
<td>TM44 (241 copies)</td>
<td>241</td>
</tr>
<tr>
<td>Commissioning Code W (120)</td>
<td>120</td>
</tr>
</tbody>
</table>

**Marketing and Publicity**  
The new Marketing & Comms team are pro-actively working with Publications to identify new strategies and opportunities.

**Other activity**  
Joint agreement with AICARR (Italian Air-con Association) including reciprocal publications sales/pricing agreement  
Closer working with ASHRAE.

**Knowledge Portal**  
Most of 2011 involved preparing the KP for launch - the development, testing and bug fixing, KP design and search optimization within the KP alongside the preparation of content i.e. the inclusion of CIBSE publications, the enhancement of images, the creation of book links within and between documents, the
supplementation of entries for non-CIBSE publications to optimize interaction with the search, the development of British Standards content and its functioning within the BSI affiliation scheme. The Quick Join process was also developed and integrated into KP. Note: the KP now includes some documents (to view or purchase) that are no-longer available in hard copy but are still of value e.g. LG09.

The taxonomic “subject” search was switched off for later population and deployment if required for future developments.

Deployment on the live environment happened on 31 Oct. This included the creation of a new attribute on the CIBSE database to act as the switch to allow members individual access. A video was created to promote the KP off its homepage.

Launch
Access to Knowledge Portal is tied to payment of 2012 subscriptions. Soft launch for members whose subscriptions are already paid or pay by direct debit had access from the start of November and is now whenever they do pay after that. Nominal go-live was 1 January 2012.

Progress and statistical analysis
We are carefully monitoring and analyzing usage of the KP to gather as much information as we can.

Current figures show KP has had 13,037 visits from 8,765 different visitors since soft launch on 1st November. The KP has been accessed from 113 countries (out of the 196 in the world) and overseas visits account for 30% of the total. 2,677 visitors have registered and of these, 1,210 have downloaded a total of 13,550 CIBSE documents. We have had 36 new joiners using the Quickjoin process in the KP and there have been 490 other new people becoming CIBSE members within that time.

No major problem have been identified since the launch

Current activity
KP strategy. The three year aims for the KP have been identified and documented. The detail of that into projects and items for development are to be finalized (a Workshop on 30th January).

The exploitation and optimization of the KP will need to be reflected in PROD.

Marketing KP. Fully integrated into overall marketing and communications. A number of articles and advertisements have been used to prime and inform (and hopefully enthuse) the membership.

Patrons. Patrons are being given a special access to the KP. NP will be making a training session on use of the KP and giving an update on its use by members at their next meeting on 1st February.

INVESTMENTS

Certification QA system

Information Prophets have seen selected to produce an automated QA system for Certification.

Certification APEL system

This has now been brought back to the fore, following the supplier Psycle’s completion of the Knowledge Portal system.

Staff

Thomas Vazakas has joined Certification
MARKETING AND COMMUNICATIONS

Marketing and Communications

M&E 2012 – UBM & CIBSE
CIBSE has entered into agreement with UBM to jointly run the M&E event. We are currently working on a new name for the event.

The new event will be positioned alongside the other events taking place which include Energy Solutions and Total Workplace Management – these are of course audiences that CIBSE would like to target and could benefit from being associated with in terms of membership growth opportunities. The proposal is to reposition, rename and relaunch the integrated event as CIBSE’s annual conference and exhibition, with the objective of making it the leading Building Services event in the UK for the built environment community.

A management committee and a working party committee are in the process of being set up with the first meetings taking place in February. The working party will concentrate on content and speakers. The management committee will look at all commercial aspects, marketing, sponsorship and contractual issues.

As UBM have recently acquired Ecobuild, it is timely that we should be developing a solid, ongoing relationship to ensure we capitalise on the opportunity to position and represent building services at this vast event in the UK and to be a part of any expansion plans for the Ecobuild brand overseas.

We will be taking a stand again at Ecobuild in 2012. The primary function of the stand will be to promote membership growth and the new Knowledge Portal (KP).

CIBSE Membership Marketing
A priority part of our marketing activity continues to be associated with membership growth. The Knowledge Portal is the strategy to underpin growth and member retention and forms the main focus of our communications across all channels. CIBSE Board have approved a marketing project to target new audiences e.g. energy managers, architects, FM’s during the first quarter of 2012. We are at the stage of commissioning creative elements and have commenced with some email marketing activity.

Building Performance Awards
Arrangements for the Awards evening were in the final stages of completion at the time of writing. Financially the awards are expected to perform better than in the previous year; it is expected that the budget will be achieved and that attendance will be higher.

Marketing has improved this year with the awards brochure to be distributed for the first time with the CIBSE Journal in the March issue. This will give us wide coverage and exposure of the awards and of course provide further benefit for our sponsors.

A full review will take place shortly after the event with a close look at costs, venue, marketing, award categories and sponsorship.

Email communications
This has been a major concern at HQ and feedback from our members informs us that improved control of the volume and timing of emails is required. We are now undertaking weekly reporting and analysis of the frequency and performance of emails via our bulk email system, which a number of people external to CIBSE HQ have access to.

It is accepted that the current process is unsustainable and will lead to members disengaging with us i.e. ignoring emails from us, reducing their effectiveness and ultimately members missing out on important information. The challenge is how to do this without HQ taking a ‘big brother’ approach.
Email communication used as a primary channel is unsustainable in the future. This makes the case for use reducing the volume sent as well as using other channels e.g. social media imperative for us and in addition we need to make improvements to our websites.

The Marketing Department will be presenting recommendations and suggested solutions to Directors in February for their perusal.

Social media update
We are now taking the first steps into social media networking. Many social media groups already exist under the CIBSE banner but none have been managed or engaged with by CIBSE HQ until very recently.

The first step was for us to take the lead of the CIBSE main Linkedin Group; we now have over 4200 members in this Group. The discussion activity is proving interesting. Please do join the Group if you are not a member already. We will be using the Group to market CIBSE membership, engage with the industry on key subject areas and generally consolidate our position as providers of expert technical knowledge in the built environment.

We have been using Twitter for some while but this has been quite low key, we intend to improve our activity and engagement during 2012. In addition we have just set up a blog system for the President but this hasn’t been utilized as yet - again more will happen here in 2012.

Whilst this growing channel provides us with great opportunity it is imperative that we manage the threat of corporate risks in social networking and resource it properly.

CIBSE websites
We are now underway with the microsite system that enables us to provide a website to societies, regions and groups. These sites can have their own web address; bespoke versions of the design template can be provided; and each comes with its own content management system to enable editing. Once set up with our Web Manager, the site content is managed by the owners (not CIBSE HQ).

Microsites for SLL and ILEVE have been established and sites are currently being developed for SFE and CIBSE Ireland.

CIBSE Corporate Guidelines
We are in the process of uploading CIBSE corporate branding guidelines alongside Knowledge Portal collateral including adverts, banners and a video to the regions downloads area. Full details will be forwarded shortly.

SUPPORT SERVICES

Governance Arrangements for Corporate Supporters
A task force established by the Board has reviewed the arrangements for corporate support arrangements including Patrons, and it has been agreed through the Board that single user access to the Knowledge Portal can be made available to Patrons and others, in return for a £50 contribution towards costs.

Institution Funds
The Institution has a range of Funds, including the Education Fund, Research Fund, Richard Tully Fund, and Ken Dale Fund. It has been agreed that these should be more widely used and publicised, and that their profile should be raised and additional fundraising opportunities identified. A task force is being established to take this forward.

Membership Renewals
The Membership Renewal process for 2012 went smoothly, and we have been encouraged by the rate of renewal of membership achieved, which is well ahead of the previous year. This is particularly encouraging
in view of the 10% increase in subscriptions to support the Knowledge Portal and other developments, and hopefully reflects a positive impact from the introduction of the KP in particular.

**IT systems**

A review of the Institution’s CRM and wider IT strategy is now underway, with external consultants being used to analyse and assess the full range of the Institution’s systems and future requirements.

**Carbon 60 Project**

Unfortunately, the proposed monitoring system has been shown to be unsuitable in its current form for use as a permanent display in the Building Services Centre. Discussions are continuing to find an alternative solution.

**FINANCE DEPARTMENT**

Finance Director Stewart Gilmour returned to work in 2011 and he and his department are deep into the preparation of the year end accounts and are also awaiting the arrival of the auditors on February 7th.

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

The budget for 2012 was completed and approved by both the Finance Sub-Committee and the CIBSE Board.

New staff members comprise of Danielle Milton (Publications and Certification sales) and Lolita Doodnath (CIBSE accounts) and a temporary replacement has been found for Stacey Dempster (CIBSE Services accounts) who is shortly to depart on maternity leave.