WELCOME AND INTRODUCTION

Andy Ford welcomed members to the meeting, and drew attention to the apologies for absence. He referred to the role of Council and expressed the hope that it could provide an interactive forum for two way communication with the Board.

Andy Ford went on to introduce the Society Chairmen, and invited them to address the meeting.

**Society of Light and Lighting – Peter Raynham**

Peter Raynham presented the report on SLL, referring to Events, Membership, Technical & Publications and the Society’s Action Plan. The Society had undertaken a major re-shape on its events over the last year, focussing on three much larger events. Ready Steady Light and again been a success, as were the Young Lighter of the Year event and the AGM. The Masterclasses had been particularly successful, with a larger venue than usual being required for the London event. In the next year two new major exhibitions were launching, with which the Society would be involved.

Regarding membership, numbers were recovering although lapsing was still due for the current year. It was hoped to roll out a free student plan this year. In publications, LG5 had launched recently, and the Handbook was CIBSE’s second best seller in 2010. The SLL Code was the biggest selling publication, and was due at the end of 2011 with a major format change.

It was noted that SLL was leading the argument for an energy base metric for lighting within the Building Regulations.

A major review had been held over the last year of the Society’s activities, and a plan had been developed to address Brand, Events and Recognition with a number of specific action points.

**Society of Public Health Engineers – Chris Northey**

Chris Northey was welcomed and congratulated on winning this year’s Prince Phillip Prize

Chris Northey reported on SoPHE, outlining its history and structure which included a number of main working Sub-Groups. Membership had held up despite the difficult industry conditions, and the society had both UK and overseas membership. It was noted that there was a large concentration of membership in London and the South East, and it was hoped to encourage growth in other areas. Membership in Australia/New Zealand and Hong Kong were also being targeted. It was noted that there was also 37 industry supporters, being companies active in the industry.

Regarding the Education working group, the young engineers’ award 2010 was noted, with presentations having taken place at the annual dinner. The 2011 award had been launched with a different emphasis and with support from Water Aid, and it was hoped to raise the profile of the award. Collaboration continued with the Greenwich University public health degree course, and other part time distance learning courses were being explored, and a number of school trade fairs visited.

It was noted that three to six technical seminars were held in each region annually, and advice was provided on government advisory panels. The industry working group provided much help including sponsorship of events and the newsletter, technical articles and seminars. It was hoped to expand the regional groups around the UK, as well as supporting established CIBSE Regions, Groups and other Societies.
The Society was focussed on the need to deliver sustainable solutions whilst meeting the needs of public health, and was looking to develop career paths and professional recognition for young people coming in to the industry. 290 guests had attended the Society’s Annual Dinner, with awards being presented to Martin Shouler and Chris Sneath. A first summer dinner had also been held successfully in 2010 and was planned to continue.

The importance for the society of forming links with other relevant industry bodies was noted, with a particular emphasis on raising standards.

**Society of Façade Engineering – Mikkel Kragh**

Mikkel Kragh reported on the Society’s work, setting out the background and remit of SFE. He stressed that the discipline spanned Building Services, Architecture and Structural Engineering, and that the integration of projects was of great importance. Membership had been steady over the last year, but it was hoped for growth in future following the recession. The society was working to persuade those from other professions to join, which was not always easy as they did not see CIBSE as an obvious professional home. It was hoped however that this would develop and that people would come to see it as a way of developing their career and recognising their professionalism.

The Society offered networking and events, the latter including technical presentations, site visits, and the ‘city walk’ to view buildings which was very popular. Efforts had been made to work with commercial organisations, although this had been challenging. The newsletter was another area which was being developed.

Internationally, a region in the Middle East had been established, and regions had now been launched in Hong Kong and Australia. Europe would be the next target through education and trade associations.

It was noted that it remained difficult to persuade Architects to join, and ways of facilitating RIBA and IStructE members joining were being sought. The Think Tank 2010 had agreed that more value had to be provided and demonstrated, increased awareness was needed, and membership should be increased.

It was noted that the Society had been restricted during the year with a smaller Board than previously, providing a leaner structure.

Andy Ford thanked the Society Chairmen for their contributions.

**Board Away-Day**

Andy Ford then reported on the Board Away-Day, referring to the messages of his President’s Address.

He referred to the role of the Institution, and described a T shaped model whereby the Institution reached out to Architects, Surveyors and policy makers on one hand, as well as the energy suppliers, facilities managers and environmentalists. To respond to these markets, the Institution had to work downwards through the supply chain, and CIBSE was unusual in being represented throughout it. He felt that CIBSE had to further embrace its special interest groups, embracing the width of its interests and strengthening the depth of its knowledge.

He went on to refer to the huge changes that were needed to meet future carbon targets in the UK, and stressed the importance of knowledge; this was the key role of the Institution, and the Knowledge Portal would deliver it across the membership. The Institution must reach out to all those interested, and strengthen its offer vertically with the active involvement of the Patrons.
The global challenge facing the Institution was also stressed. The profile of CIBSE needed to be raised, and members empowered internationally. The Young Engineers Network could be key to this, building on the enthusiasm and the knowledge of sustainability issues of young engineers.

Stephen Matthews then referred to the established targets to increase CIBSE Membership, and the need to work as a team to achieve this.

**Membership Growth Via the Knowledge Portal**

Tina Cardy, interim Head of Marketing addressed the meeting, referring to the Strategic Objectives for 2011 to 2016 and the Vision Group priorities to attract younger people to the industry, promote mutual respect, and widen membership.

She stressed the importance of demonstrating relevance, and communicating effectively. CIBSE must look professional and authoritative from all angles and in all media. The amount and diversity of communications made this a challenge.

She referred to the CIBSE Journal as the top benefit of membership according to research undertaken – this was the standard set and it must be matched in all other areas, including the gateway to membership.

It was noted that the means of access to CIBSE could no longer be controlled due to the wide range of communications options, including social media, and with attention having become a scarce commodity. The audience had to be respected, as people demanded more. In looking for a new audience, CIBSE had to recognise that it was not well known beyond its current reach, and would have to engage people and explain the relevance of the Institution for them. Longer term, the objective should be for the Knowledge Portal to provide an interactive experience which would help to engage potential members and give them a reason to join.

CIBSE was well placed with its existing knowledge base and needed to use it more proactively, using not only publications but the website, social media activity and campaigns as well as print media and PR campaigns.

The next campaign was therefore not simply about the Knowledge Portal, but about the wider delivery of CIBSE’s knowledge and brand.

**Break out sessions**

Members then divided into break-out sessions for discussion, following which the following feedback was provided from the groups.

**Stuart MacPherson** reported that his group had discussed the current focus on capital cost, compared with more detailed design and specification two years ago. There had been more work in UK two years ago and better fee levels.

It was felt that there would be a growing focus on refurbishment, with more open, generic specifications, more performance specifications and more design and build. A focus results would involve buildings being monitored after completion, with an expectation that results would meet commitments. EPCs may become more important, if used as a vehicle for assessing performance for The Green Deal or CRC.

More of the available work was now outside UK and there was concern that with fees having been depressed it will be hard to get them back up. It was thought there would be more pressure for inter-disciplinary courses, with fewer people going to University and possibly fewer Building Services courses.

Regarding opportunities for growth, it was felt that there was a lack of understanding of life cycle costing and CIBSE might produce training and data. BIM may also present an opportunity for CIBSE, as did the opportunity to engage better with project and facilities management, and generally to take a broader focus than pure design. CIBSE might also consider its own form of engagement.
**Graham Manly’s** group had also stressed performance based work, working for main contractors or framework contractors. There was more involvement in infrastructure and systems, and more international focus due to the UK recession but also the greater reach of firms. The supply chain was becoming more important, there was a need for better knowledge about CIBSE and the Knowledge Portal should provide an excellent link. The importance of design management role was noted and project managers needed to know more. Opportunities to engage with non-Building Services students were important and ways to reach them needed to be found.

**John Armstrong** referred to increased focus on the role of Building Services in Part L. It was hoped this would have a positive effect, although it was noted that Architects were appointing sustainability consultants and the impact on Building Services Engineers was unclear. It was suggested that the enthusiasm for ‘greenwashing’ would wear off over the coming years and that people would be questioning what actually works effectively. Energy would be seen as the issue, rather than carbon, and it was hoped there would be a move away from the ‘latest fashion’ approach. CIBSE need branding that didn’t affect its integrity, but which was effective in getting the Institution’s message across. The need to widen relevance was agreed, but it was pointed out that this had been identified previously. The group had asked whether CIBSE needed to grow or should grow, stressing a focus on intellectual capacity and the ability to present information. More emphasis on soft skills was suggested, and the potential of social networking was noted.

**David Fisk** referred to changes in business practice, with more fragmentation, more projects run in parallel and less coherence. Students would in future be paying a lot of money, and this would change things in Universities. Despite stated intentions, there was more of a feel of ‘procurement’ and less effective working in teams, with a possible decline in competence in teams as a whole. Within Facilities / Building Management, there was a lack of a skill base and specialist knowledge but big pressure for productivity. The group had wondered what new members would add from the point of view of current members: this might be a more informed professional club, rather than simply a service provider. There was support for the KP but lots of extra ideas were needed to give more presence to CIBSE.

Andy Ford thanked members for their contribution, noting the emphasis on the need for the Institution to get better, and not just bigger, and the comments made about training.

It was agreed that feedback should be provided at the next meeting as to how the Council’s input at this and previous meetings had been taken up.