



SCOTLAND

## **Minutes of the CIPR Scotland AGM held on Thursday 17<sup>th</sup> February 2011, at 6.30pm at the Apex City Hotel, Edinburgh**

### **Present**

Jacqueline Allan, Stewart Argo, Caroline Binnie, John Brown, Christina Cran, Cristina Dello Sterpaio, Emma Diamond, Scott Douglas, Iain Fleming, Vanessa Glenday, Fiona Laine, Aislinn Lunt, Ruth Macleod, Flora Martin, Fiona McFarlane, Elaine McKean, Paula McNulty, Claire Meikle, Alexandra Miller, Kevin O'Hare, Sarah O'Loughlin, Carlo Rinaldi, Jane Robson, David Russell, David Shaw, Juliet Simpson, Jenifer Stirton, Laura Sutherland, Grant Thoms, Kate Trusler, Joe Walton, Jane Wilson

### **1. To receive apologies for absence**

William Ancell, Debbie Byers, Aiden Carroll, Lynne Crossan, Neil Cuthbert, Karen Gallacher, Nicola Gilray, Neil Jones, Gary Lunt, Neil Macgillivray, Louise Nicolson, Ilya Scott, Pauline Shaw, Lauren Strachan, Melanie Sims, Susan Stewart, Jane Cumming

### **2. To approve the minutes of the AGM held on Tuesday, 23<sup>rd</sup> February 2010**

The minutes were approved by Paula McNulty and John Brown.

### **3. Annual Accounts**

Treasurer, Sarah O'Loughlin presented the accounts for the year ended 31<sup>st</sup> December 2010.

The income for the year was down 29% to £12,159. Expenditure for the year also fell by 15% down to £15,181. The variance for the year has increased by £730 with a deficit of £3,022.

Sarah turned to specific items in the budget and explained that event revenue was down 18% to £3,841 and that the greatest change was in relation to income from the PRide Awards which was down 66% from £5,591 to £1,888 in 2010. The reduction in income was affected by a drop in sponsorship around the event and a decline in ticket sales.

Per Capita income is up 18% to £2,632, reflecting the slight increase in membership. Training has seen a 54% increase in revenue up from £2,712 to £4,183 although a new expenditure of £1,563 was recorded because the Committee delivered their own events and procured venues, which is not comparable to last year.

Events expenditure is down 36% to £3,110 and Awards expenditure is down 26% to £5,097. Admin expenditure is up 23% to £4,102 although this only reflects a part year until the secretariat resigned their post. Had this post been held for a full year costs would have been higher again.

The accounts were adopted by Laura Sutherland and Stewart Argo.

### **4. Receive report from Chair**



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Emma introduced her report by reflecting on the busy and challenging year 2010 had been, especially in light of the economic climate, and the pressure it placed on time poor practitioners.

2010 represented a steep learning curve for the committee with eight out of 12 new members. Over the course of the year two members left and our administrative assistant moved on.

The committee's objectives were to achieve value for money for CIPR Scotland members, offer a variety of events, seek membership feedback and improve support in areas outwith the central belt, control over the PRide event and to foster greater links with suitable partner organisations.

Achievements include receiving feedback from the 2009 membership survey and event feedback forms which has shaped the offering throughout 2010. There have been more events outside the central belt, greater variety including new media, social media and meet the editor, issues highlighted by the membership that they wanted, offering practical experience and offering better value for money. Communications have also been improved by making more use of online platforms.

Ten events: Edinburgh (4), Glasgow (4), Aberdeen (2) were hosted with topics including investor relations, senior practitioners' with QMU and PRide winning entry tips. Last year also saw the first crisis comms practical workshop in association with the Edinburgh International Marketing Festival and a collaborative event with the Grampian PR Group.

The Chair highlighted support for the student reps through finance and resources and thanked speakers including Julie McGarvey, Jason Wassell, Scott Douglas, Louise Nicolson and Tony Meehan for giving up their own time.

The 2010 PRide Awards attracted 153 entries, down slightly from 163 in 2009, and generated £1,888 income. The feedback from the event showed that guests felt they were getting value for money and that they would attend again, marking both areas either excellent or good in the event survey. Lack in sponsorship and a fall in the overall numbers down 57 to 273 guests in 2010 resulting in a drop of at least £5,000 in ticket sales. This indicates that the event needs to be reviewed to make it sustainable going forward and befitting of the CIPR and the high standards practitioners expect.

This year has seen positive partnerships for CIPR Scotland with partnerships with Marketing Society Scotland, Investor Relations Society, the Grampian PR Group. The UK PA Council is also keen to engage and these examples show positive progress in CIPR Scotland broadening its outreach and networks.

CIPR Scotland offered nine training sessions during 2010 with four being delivered, down 50% on last year. Feedback suggested that cost is a barrier to attendance. The committee took this on and has been liaising with HQ to look at other ways to provide the same level of training more cost effectively for the members. As a result the national training team has introduced ½ day courses and Scotland has organised its own training locally, which cut down on additional expenses to run these events and offered members value for money.

Laura Sutherland was thanked for her work in progressing the Ambassador's programme.

Media coverage for CIPR increased over the year with twitter, blogs and Facebook offering additional platforms to keep members up to date.



Emma summarised by saying she was proud of what the CIPR Scotland has achieved in a tough climate and thanked the committee members for their support throughout the year.

## **5. Election of office bearers**

The following people were elected to the position of:

Chairperson	Caroline Binnie, Falkirk Council
Vice Chairperson	Louise Nicolson, Bread PR
Secretary	Elaine McKean, Fleishman-Hillard
Treasurer	Sarah O'Loughlin, Transport Scotland

## **6. Election of committee members**

The following people were nominated to join the 2011 committee:

Christina Cran, Cran Communications  
Cristina Dello Sterpaio, Scottish Social Services Council  
Nicki Sturzaker, The BIG Partnership  
Ruth MacLeod, Lothian & Borders Fire and Rescue Service  
Grant Thoms, Scottish Renewables  
Joe Walton, Real PR  
Iain Fleming, freelance

Scott Douglas, Aislinn Lunt, Stewart Argo and Neil Jones will remain on the committee.

Emma explained that with more than eight people on the committee, according to the constitution, only eight people are eligible to vote at any given time. The committee members need to agree which members need to be co-opted in the decision making process.

Emma then handed the Chair over to Caroline Binnie to continue the meeting.

## **7. New Chairperson: priorities for 2011/12**

Caroline thanked Emma and the committee for their support.

The economic uncertainty will continue to make 2011 a difficult year and it is more important than ever to promote the strategic role of communications and ensure that the CIPR Scotland members are well equipped for their roles.

Coming from a public sector background, with over 20 years experience, Caroline reflected that she is probably witnessing the most difficult climate with budget cuts and external and internal communication challenges at the same time as the industry is attracting increased scrutiny from the public.

With the shape of the public sector likely to change, Caroline is confident that the CIPR will equip people with the skills and attributes to manage the change.



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Caroline is keen to build with the new committee and make the CIPR Scotland open to new ideas, more cost effective delivery opportunities, as well as increasing networking opportunities, develop PRide and believes we have the wealth of talent, experience and enthusiasm to drive more for the members. The first action will be to develop a sound business plan.

#### **8. Any other business**

No other business.

#### **9. Close of AGM**

Caroline thanks members for attending and closed the formal part of the meeting by welcoming Jane Wilson, CEO of CIPR to update members on areas of focus and the challenges that lie ahead.

Jane focussed on the fact that Scotland is different and encouraged members to share any thoughts, ideas or suggestions on how the CIPR can improve at the centre. Jane also reiterated that each region had a role to play in effecting any changes to make the organisation as a whole more valuable to members.

Members raised areas of concern regarding parity of access to events and training, support for senior practitioners and also the cost implications of attending centrally held events in London.