



SCOTLAND

## **Minutes of CIPR Scotland Annual General Meeting held on Tuesday 23 February 2010, 6:30pm at The Radisson Hotel, Argyle Street, Glasgow**

### **Present**

Debbie Byers, Emma Diamond, Laura Campbell, Jane Robson, Sarah O'Loughlin, Tony Meehan, Lesley Alexander, Julie McGarvey, Cameron Grant, Dawn Campbell, Louise Nicolson, Elaine McKean, Flora Martin, Diana Predosanu, Craig Fergusson, Karin Finlay, Jenni Steele, Alison Robb, Carol Matthews, Neil Jones, Fiona McAuliffe, Trudy Cross, David Russell, Jason Wassell, Paula McNulty, John Brown, Eva Kestner, Kate Trussler, Theresa Merrick, Stewart Argo, Ian Fleming, Neil MacGillivray, Ilya Scott, Eve Robertson, Susan Stewart, Melanie Sims (Minutes)

### **1. To Receive Apologies for Absence**

Tom Fox, William Ancell, Carolynne Coole, Ian Mollison, Alison Bell, Barbara Clark, Rona Dunbar, Jane Cumming, Francoise VanBuuren, Fiona MacFarlane, Martin Osler, Karen Gallacher, Alex Orr, Jennifer Butler, Scott Douglas, Ann Confrey, Chris Bell, Jenifer Stirton, Lucy Adamson, Ross Procter

### **2. To Approve Minutes of the AGM held on Thursday 5 February 2009**

The Minutes were approved by Ian Fleming and John Brown.

### **3. Annual Accounts**

Treasurer, Jane Robson presented the accounts for the calendar year January 2009 to December 2009. JR advised that the accounts were not directly comparable to the previous year as the accounts were now prepared net of VAT.

The income for the year was £17,104 and the expenditure was £17,834, resulting in a deficit of £730 for the year. The current balance is £11,482.

JR explained that expenditure was slightly higher than income due to a drive to provide better value for members by providing some free and discounted events during the year.

CIPR Scotland has now started to accept BACS payments which has led to a reduction in cash handling and is helping to decrease the number of no shows at events.

JR advised that Scotland had been selected to undergo auditing and this process was on-going. She explained that National Guidance has required the group to move its bank account to NatWest to bring it in line with all the other regional groups.

The accounts were adopted by Paula McNulty and Carol Matthews.

#### **4. Receive Report from Chair**

DB addressed the AGM and reviewed the busy schedule of activity that had occurred during 2009. DB advised that the first action required for CIPR Scotland was the appointment of a new Secretariat. She thanked Kate Trussler who fulfilled the role prior to the appointment of Melanie Sims and commented that the Secretariat post was proving invaluable to the committee.

DB advised that it had been a challenging year for membership which currently stands at 707. This was a fall from 746 at February 2009, the main cause being a decrease in the number of employers choosing not to pay employee membership fees, leading to a fall in renewals. The members survey had proved very useful and the committee had worked to implement the key findings. A January sale, in partnership with The Drum, had been implemented to encourage membership.

Highlights of the year included 15 highly successful events and DB thanked the events team for their hard work, and the other members of the committee who helped with contacts to secure speakers and sponsorship, in cash and in kind, which enabled the committee to stage some free and discounted events. The committee had also introduced a flat structure for events fees. Through the course of the year there had been a wide range of events including some specifically for young and senior practitioners and an Aberdeen based Meet the Editor event. DB thanked Beverly Tricker, the Aberdeen-based committee member, and the Grampian PR Network for their support with organising and promoting this and other events in the city.

DB advised that member communications had been developed with the creation of a presence on Facebook and Twitter and thanked committee members William, Jennifer, Kate and Scott who had primarily driven this activity. DB commented that the on-going issue of the central website had impacted on effective communication during the year.

DB advised that eight national training workshop programmes went ahead in Scotland generating £2,712 of revenue. The group had also introduced bespoke training workshops with the aim of offering more cost effective courses in line with members needs. Feedback from members regarding value for money from the Freshly Squeezed programme had led the committee to decide not to host it during 2010. However, breakfast events will be organised as part of the overall Scotland events programme.

DB advised that CIPR Scotland has 83 practitioners on the CPD programme. In December 2009, the CIPR announced its first ever Chartered Practitioners, four of whom are based in Scotland:

- Jane Cumming, Platform PR
- Francoise Van Buuren
- David Russell, East Lothian Council
- Jason Wassell, DLA Piper UK LLP

DB advised that Scotland is the only group which organises its own PRide Awards choosing to do this to ensure the quality of the event meets the expectations of members. In 2009 there were 160 entries to the awards and the group secured the most sponsorship of any region. DB thanked the awards team who put in an inordinate amount of time securing sponsorship, publicity and communicating with members. Scotland also had four winning categories in the Grand Prix awards: three were won by Visit Scotland and DB presented the trophies and certificates to Karin Finlay and Jenni Steele. Artisan PR were unable to attend to collect their award.

DB reported that a good cross section of students were now signed up to participate in the committee. A dedicated student event would be planned in the coming year.

DB advised that CIPR Scotland had continued to engage with other professional bodies through the year, including support of Marketing Society Scotland events and a McKay Hannah conference. A Holyrood Events Social Marketing Conference would be supported this month.

DB thanked the previous CIPR President Kevin Taylor for his support of CIPR Scotland and the National Board Members who represent CIPR Scotland, Jenifer Stirton and John Brown. DB also thanked the staff at HQ and the Committee for all of its hard work.

## **5. Election of the Office Bearers & Committee Members**

The following people were elected:

Emma Diamond, Smarts	Chairperson
Laura M Campbell, Aura PR	Vice Chairman
William Ancell, Scottish Water	Secretary
Sarah O'Loughlin, Transport Scotland	Treasurer

Louise Nicolson, Bread PR  
 Aislinn McGrane, NHS Lothian  
 Anna Rogerson, Firefly Communications  
 Pauline Shaw, Matthews Marketing  
 Neil Jones, Cairnstone  
 Stewart Argo, City of Edinburgh Council  
 Elaine McKean, FleishmanHillard  
 Linda Bruce, Platform PR

DB invited Emma Diamond to take her place as new Chairperson and conduct the remainder of the meeting.

## **6. New Chair : Priorities for 2010/11**

ED thanked DB for welcoming her.

ED advised she would be focussing particularly on delivering value for money to members and continuing to provide a varied programme that was relevant to them.

ED advised she intends to repeat the membership survey, as it proved very helpful in the previous year, which would provide further information regarding members key concerns and needs across the different sectors.

ED looked forward to working with the committee.

## **7. AOB**

No other Business.

## **8. Close of AGM**

ED welcomed Paul Mylrea, CIPR President Elect, and he advised the members of the plans and challenges for the year ahead.

PM advised there were three key areas they were focusing on:

- Finances  
It was imperative that the headquarters improved its financial health and ensured that its activities and expenditure were in line with what it delivers to its members.
- Delivering value to members  
A thorough review of HQ's structure and staffing is looking particularly at the services and value provided to members and the balance between the Council, Board and staff.
- Establishing a voice for the sector  
A Diversity Working Group would aid this process and work to engage with leaders in the sector and key individuals needed to take place.

PM advised that a key priority was improving the website and making it fit for purpose. They are also reviewing training and accreditation. PM hoped to announce progress in all the key areas soon.

PM took questions from the floor and a lively discussion took place.

There being no further business, ED thanked everyone for attending and the meeting closed.