CIPR CHARTERED INSTITUTE OF PUBLIC RELATIONS

Minutes of the CIPR Annual General Meeting
held on 9th July 2025
17:00 BST
via Zoom

Item	Notes
1.	**Welcome And introduction CIPR president 2025, Advita Patel** Advita welcomed all to the 2025 CIPR AGM
2.	**Approval of 2024 CIPR AGM minutes** **[voting by poll]**
2.1	The minutes of the 2024 meeting was proposed by Adam Clarke, seconded by Paula Mcnulty. The motion was approved unanimously following a vote.
3.	**2024 in review, CIPR Immediate Past President Rachael Clamp**
3.1	Rachael summarised 2024 and reported CIPR delivered strong growth and engagement in 2024, generating over 500 media mentions with a reach exceeding 40 million people and attracting 80,000+ newsroom views.
3.2	Membership grew through 2,107 new joiners, bringing total membership to 11,391, alongside 51 new Corporate Affiliate organisations.
3.3	Professional development remained strong, with 3,110 completed CPDs, 380 new qualifications, and 128 chartered practitioners.
3.4	The CIPR also engaged 7,870 attendees across 173 events, supported by 375 active volunteers, and reduced its carbon footprint by 29% compared with 2023.
4.	**Annual accounts for 2024, CIPR Chief Executive Alastair McCapra**
4.1	Following a deficit of more than £200,000 in 2023, the worst financial result in over a decade, the CIPR implemented a two-year recovery plan focused on increasing income and strengthening cost controls.
4.2	This reduced the pre-tax deficit from £207,854 in 2023 to £87,598 in 2024, with underlying trading performance improving to a £50,000 deficit. The 2024 result was impacted by delayed payroll tax liabilities relating to a Netherlands-based employee, carried forward on auditor advice.
4.3	A new auditor, Bishop Fleming, was appointed following a tender process and issued a clean audit with no material concerns.
4.4	The organisation remains on track to achieve its 2025 goal of breaking even and may exceed this target.
4.5	**Summary**

	2024	2023
Income	£3,949,576	£3,914,770
pre tax expenditure	£4,037,174	£4,122,624
of which staff costs	£1,776,387	£1,611,465
pre tax (deficit)/surplus	(£87,598)	(£207,854)

5. 5.1	**Reappointment of the institute's auditors for 2025 [voting by poll]** The reappointment of Bishop Fleming as auditors for 2025 was proposed by Russell Grossman and seconded by Kelly Quigley-Hicks. The motion was approved unanimously following a vote.
6. 6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.8	**Questions** **Q: What portion of the 10% increase in staff costs relates to the Dutch tax liability?** **A:** The increase was predominantly due to higher employer National Insurance contributions. **Q: How many months of reserves does the CIPR hold?** **A:** Approximately three months. **Q: Why does the CIPR not have a Treasurer or Finance Director?** **A:** The organisation has a Finance Manager, has received three consecutive clean audits, and the function is operating effectively. An Honorary Treasurer also chairs the Audit and Risk Committee. **Q: Have the causes of the deficit been fully addressed?** **A:** The deficit resulted from taking on too many commitments post-pandemic, including investment in a new online learning platform. The focus has since shifted to activities that generate income and can be supported by available resources. **Q: If finances improve, will the CIPR have a permanent office again?** **A:** The former Russell Square office was a significant cost. Given the expense and limited member usage, resources are considered better invested elsewhere, particularly as members are located across the UK. **Q: Will CPD participation increase this year?** **A:** Yes, particularly as the CIPR continues to develop as a chartered professional body. **Q: How can transparency around CIPR operational decisions be improved?** **A:** Information is shared across volunteer groups and through quarterly drop-in sessions hosted by the Presidents. **Q: Has the CIPR considered greater engagement with academic providers?** **A:** The CIPR already has longstanding relationships with universities, although the sector is fragmented and professional bodies and universities often operate at different speeds. Members were invited to share ideas for further collaboration.
7. 7.1 7.2 7.3	**2025 update CIPR Chair the rt Hon Dame Maria Miller DBE** Maria introduced her role as CIPR Independent Chair, a position approved as part of governance changes in 2023 and this commenced in January 2025. It was confirmed the Board's role is to oversee the CIPR and scrutinise delivery by the CEO and Senior Leadership Team. A working group is reviewing governance arrangements which will allow Presidents to focus more on member engagement. Thanks were extended to outgoing President Rachael and to current President Advita for their contributions.
8. 8.1	**Looking Ahead to 2026, President-Elect Farzana Baduel** Farzana outlined plans for 2026, highlighting a Board approved business plan aligned to member priorities.

8.2 8.3	The focus for 2025 remains achieving break-even without frontline cost-cutting, while developing longer-term plans to secure the CIPR's sustainable future. Thanks were extended to members, volunteers, the Board, and staff.
9.	**Close of Business**