INTRO

Welcome to the CIPR Scotland annual report for 2016/17. CIPR Scotland is one of 14 national and regional UK groups that make up the Chartered Institute of Public Relations (CIPR). Founded in 1963, CIPR Scotland is now one of the biggest CIPR groups in the UK with over 900 members.

The group is managed by a volunteer committee of PR practitioners from a range of backgrounds; including in-house, agency and independent PR professionals. Thank you to this year’s committee for their support:

Jenifer Stirton (Chair), Lynne Ziarelli (Vice Chair), Kevin Turner (Treasurer), Shaun Bell (Secretary), Tiarnan Bandeen, Julie Brander, Amy Brownlee, Katie Burnett, Clare Carswell, Graeme Cleland, Jordan Ferguson, Katie McCafferty, Yvonne Powell, Lorna Saunders and Julie Watt.

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CHAIR’S WELCOME

Jenifer Stirton, Chair

It has been a busy year for CIPR Scotland with a varied programme of events and training as well as many new partnerships that we believe add value to our members.

This year we were one of the sponsors of #PRFest, Scotland’s first public relations festival, which was held over two days in Edinburgh in June. It celebrated and focused on PR learning, sharing and collaborating, helping you develop your skills and knowledge. We negotiated a reduced ticket price for our members as part of our sponsorship deal but very few took advantage of the offer.

My thanks to John Brown, Sarah Chisnall and Alastair Ross for their contribution to the #PRFest event on behalf of CIPR Scotland which was well received.

This year CIPR Scotland will be a headline sponsor for the Local Government Association in Scotland Conference which is being held in Glasgow on 29 April. I hope that will provide a positive platform to promote and increase CIPR Scotland membership as well as CPD and Chartered status.

I was delighted to launch the CIPR Scotland Lecture series in conjunction with Queen Margaret University, Stirling University and Robert Gordon University with the first event taking place at RGU in September last year. My thanks also go to the CIPR Fellows in Scotland who volunteered to participate in this programme.

Working with CIPR HQ we delivered a programme of one day training courses in Scotland, many of which were sold out. The topics covered included change management, making movies with iPhones, writing skills for PR, strategic internal communications and social media management. The one day training programme for 2017 has recently been launched and we hope it will be as successful as the previous programme.

There has been a change in the way CIPR nations/regions are funded and we no longer receive a capitation fee but receive funding based on a budget and forward plan submitted to CIPR HQ in London. Although CIPR Scotland Committee did not support this change in funding we submitted a business plan and budget bid to:
• Increase the CIPR Scotland membership (individual & corporate)
• Increase the number of Scotland members enrolled for CPD
• Promote professionalism
• Raise the profile of CIPR Scotland
• Re-establish close connections with academic institutions and students undertaking CIPR accredited courses
• Engage with Fellows through events and the CIPR Scotland Lecture Series

Although we did not receive the full budget requested we have been able to increase income through a wide range of well attended events all managed and delivered by the CIPR Scotland events team.

We have also worked hard to make sure that members get something in return from their CIPR Scotland membership – including a number of free members’ events and a reduced entrance fee at all CIPR Scotland events. All our events were eligible for CPD points helping members achieve the points required each year to achieve Accredited Practitioner status.

On CPD, Scotland has not done as well as other regions in increasing CPD membership and this will continue to be a focus for this year’s Committee. At the time of writing the CPD figures for Scotland for 2016/17 were not yet known but will be available at the AGM.

While much has been achieved I strongly believe that CIPR Scotland could do more with the support of a part-time business development manager and we were disappointed that CIPR HQ did not fund this as part of our budget bid. They have however agreed to consider this again as part of next year’s budget bid from CIPR Scotland.

It must not be forgotten that the Committee are volunteers and give of their own time to support our work in promoting and supporting CIPR and I am grateful to all of the committee for their hard work and support to me as Chair. It has been a privilege to work with you all and represent CIPR Scotland.
MEMBERSHIP

In January 2017, the CIPR Scotland group had a total of 930 members. This fluctuates throughout the year as people renew their membership and peaked at 943 in October 2017.

Memberships included:
CIPR PRIDE AWARDS (SCOTLAND)

The annual CIPR Scotland PRide Awards continue to be our flagship event with over 300 people attending to celebrate the best of the PR industry in Scotland.

This year’s event was held at the stunning Assembly Rooms in Edinburgh and was hosted by Susan Morrison, stand-up comedian and frequent contributor on BBC Radio Scotland.

Entries and ticket sales were down in 2016 as compared with 2015 – reflecting in part the reduction in public sector budgets – with 148 entries in 2016 compared with 161 entries in 2015. However, the 161 entries in 2015 was a record number for PRide Scotland. In view of reduced entries, ticket sales were down quite significantly with a number of public sector entrants not attending or buying only one ticket with 304 tickets sold compared with 370.

Income from PRide Scotland was only slightly reduced with income of £2,059.50 in 2015 compared with £2,040.50 in 2016. This is mostly due to the continued support of our local sponsorship arrangements in 2016 and I would like to thank Carlos Alba Media, Investis, IoD Scotland and Marketing Society Scotland.

I would also like to thank everyone who contributed prizes to the raffle which raised over £2,000 for iprovision, the CIPR Benevolent Fund.

Judging PRide entries is shared across the UK to ensure each region is judged by an external team of judges. I would like to thank all the CIPR Scotland volunteers who judged the Welsh entries this year and particularly Caroline Binnie who chaired the Scotland judges panel.

Entries for the CIPR PRide Scotland Awards 2017 are now open and we hope to increase the number of entries from last year. There are also sponsorship opportunity available. For more information, please visit the webpage here or contact CIPRScotland@gmail.com.
SCOTTISH EVENTS

Our team of volunteers organise a variety of engaging and informative events on some of the latest industry topics. A mix of 12 events took place in locations across Scotland – including Inverness, Dundee, Glasgow and Edinburgh.

We increased our investment in free members' events to ensure they can stay up to date with best practice and earn points towards CPD. This included a series of five events in Glasgow and Edinburgh on measurement and evaluation, ethics and writing a winning CIPR PRide award entry.

For the first time, we offered free networking events for independent PR practitioners and a social Christmas evening for members.

Our ‘Meet the Editor’ events continued to be the most popular with opportunities to learn how to pitch stories and exclusives to the weekend national print press, quiz Scotland's political editors on the implications of Brexit and Indy Ref 2, or take a behind the scenes tour with STV North.

New format ‘Social in the City’ evenings included digital and social media events introducing some of the top Scottish travel bloggers and the latest thinking in using images and video in PR.

In summary, we provided:

- 12 events
- 3 free practice related events
- 2 social and networking events
- 3 Meet the Editor events
- 3 Social in the City events
- An evening with the Scottish Government

As always, we rely on our members to attend and support our events as well as provide feedback to ensure we're covering topics that interest you.

A special thanks goes to our hard working events team volunteers including: Amy Brownlee, Yvonne Powell, Lorna Saunders, Julie Watt and Lynne Ziarelli.
MEMBER FEEDBACK ON EVENTS

“Knowledgeable speakers and practically helpful information which has sparked several ideas since I returned to the office.”

“Very informative and thought-provoking presentation.”

“Really interesting and engaging speaker, friendly too.”

“Great session and also a bonus that it was free for members.”

“Brilliant insight and interesting speakers.”

“One of the most useful sessions I’ve been to over the past couple of years.”

We love getting your feedback – keep it coming! Email: CIPRScotland@gmail.com
MEMBER COMMUNICATION

The reach of CIPR Scotland communications has grown for yet another year with audiences across all social media platforms showing an increase. The activity of the Scottish communications team has helped boost the public profile of CIPR Scotland, driven industry debate and enhanced engagement with members.

Live Twitter coverage of events proved to be popular with attendees as well as the extended social media audience. In May, the Meet the Political Editors event featuring The Daily Mail’s Alan Roden, Lindsay McIntosh from The Times and the BBC’s Brian Taylor stimulated widespread interaction via our hashtag #CIPRScot.

The #SummerofCPD campaign grabbed the attention of members and encouraged engagement, particularly on Twitter.

The CIPR election generated the most interest and intrigue for members in September while the introduction of #PRFest in June created a new source of industry discussion across our communication platforms.

The greatest success of the year for the communications team was the celebration of Scotland’s PR industry’s achievements at the PRide Awards. Comprehensive coverage was generated throughout the night thanks to the communications team and student volunteers from Queen Margaret University Edinburgh who did a stellar job of capturing the fun, frolics and fantastic outfits at the event.

Live Tweeting of both silver and gold winners for every category helped CIPR Scotland to trend on Twitter during the presentation of the awards. Communications coverage of PRide resulted in the highest social media engagement rate for the year including a surge of new followers.

Facebook likers
567 (20% increase)

LinkedIn members
832 (7% increase)

Twitter followers
3,460 (9% increase)

Thank-you to this year’s communications team: Katie Burnett, Julie Brander, Clare Carswell, Graeme Cleland and Jordan Ferguson.
CIPR Scotland remains in a healthy financial position after a busy and productive year. At the time of writing, our reserves are £19,611, a similar position to where we were at this time last year.

**Year-on-Year**

We made a small loss (£2,435) during the 2016 calendar year, attributed to free member events and the increase in year-on-year costs for the CIPR PRide Awards (Scotland) in Edinburgh.

The Events Team continues to do an excellent job arranging and managing profitable events which help offset our costs. We raised £8,011 from ticket sales and sponsorship in 2016, a sum supplemented by a £2,888 grant from CIPR HQ. Taken together, our total income for 2016 was £10,899.

Our costs for 2016 totalled £13,335. Of this, CIPR Scotland's administration costs were £1,462.

**Invoices/bills**

During 2016/2017 we received payments totalling £2,461 for invoices which dated back to 2014 and 2015. Five invoices from 2014 worth a total of £175 were written off. At the time of writing we have no outstanding invoices or bills.

**Accountancy support**

The centralised accounts programme now run by CIPR HQ means that CIPR Scotland no longer needs to access local accountancy support. Last year, we paid £879 for the audit and bookkeeping services received during 2015/2016. This will be a cost saving in 2017/2018.
2017 CIPR TRAINING IN SCOTLAND

CIPR training is coming to Scotland this summer with some of the UK’s bestselling courses taking place in Glasgow and Edinburgh.

**Training in Edinburgh**

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<thead>
<tr>
<th>Course</th>
<th>Date</th>
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<tbody>
<tr>
<td>Creating PR strategy</td>
<td>28 June</td>
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<tr>
<td>Strategic internal communication</td>
<td>29 June</td>
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<tr>
<td>Digital media relations</td>
<td>18 July</td>
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<tr>
<td>Effective media relations</td>
<td>16 August</td>
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**Training in Glasgow**

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<th>Course</th>
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<tr>
<td>Making movies with iPhones and iPads</td>
<td>17 May</td>
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<tr>
<td>Risk issues management &amp; crisis</td>
<td>1 June</td>
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<tr>
<td>Change communication</td>
<td>21 September</td>
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To book your training, visit: cipr.co.uk/training