INTRODUCTION

Welcome to the CIPR Scotland annual report for 2018/19. 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 around 800 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:

Ruth MacLeod (Chair), Shaun Bell (Vice Chair), Neil Cuthbert (Treasurer), Sarah Robertson (Secretary), Lesley Brydon, Jennifer Stirton, Rhona Deb, Ian Arnot, Gareth Brown, Fraser Clarke and Jordan Ferguson.

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CHAIR’S WELCOME
Ruth MacLeod MCIPR

This AGM marks the end of my time as CIPR Scotland Chair. It has been a great privilege to work with all the members of the CIPR Scotland Committee over the last two years. We are a small group of volunteers with busy day jobs but we are committed to giving up our time to run CIPR Scotland events throughout the year and to be available to engage with members and those interested in joining the CIPR.

Each year the Committee agrees a set of objectives. Our focus has included recruiting new members, providing CPD opportunities for current members through a range of events, promoting chartership, promoting the strategic value of PR for the business community, and supporting our benevolent charity iProvision.

We offer reduced member rates to attend our events to demonstrate that being a member provides benefits and we made sure that there was a difference of between £5 to £10 per event between member and non-member tickets.

This was achieved while still maintaining a healthy balance in our accounts.

As with the previous year, membership fluctuated throughout the year as people renewed their membership, moved from the Scotland Group to other countries or regions, and as student members complete their studies. Overall, our membership numbers remain between 750 and 800 across the year.

As someone who has worked in a professional capacity for a membership organisation, I know the challenges they face in recruiting and retaining members and demonstrating value for money in a world where people are increasingly discerning about how they spend their time and money.

Our job as a committee is to endeavour to show that being a part of a professional membership body remains important and relevant. Whether that is highlighting the value of CPD and training or the power of networking and learning from other PR professionals.

One of the best opportunities for doing this is at the annual CIPR Scotland PRide Awards, which have just taken place recently in the Radisson Blu in Glasgow. CIPR Scotland volunteers work very hard to put on that event each year and take great pleasure in seeing the achievements of individuals and organisations recognised and rewarded.

The CIPR Scotland PRide Awards continues to be the biggest PR awards event outside of London and is the highlight of our PR calendar. It is never too early to start thinking about awards season and how you might showcase excellence in PR. Next year we’d be very keen to encourage more entries from the public sector, straightened fiscal times have had an impact on the level of entries from this sector which is sad to see when they are often at the forefront of innovative PR work. We’d also love to encourage employers to nominate a young person for our Hamp Hamilton Young Communicator award to ensure we have the opportunity to encourage those starting out in this wonderful profession.
In terms of supporting young people the Future Leaders Programme, supported by CIPR Scotland, continues to go from strength to strength and offers tomorrow’s leaders a way to meet with key PR professionals in the industry, influence the profession and explore issues that impact the future of the PR industry. Led by the CIPR Scotland Future Leaders Forum, they are constantly looking for ways to support young practitioners and provide development opportunities through a training and events programme. Sarah Robertson MCIPR has taken over as Chair from Shaun Bell MCIPR.

Finally, it has been a real honour to chair the CIPR Scotland committee and the success of this year has been totally down to the many volunteers on the CIPR Scotland Committee who have given their time to plan, support and deliver great events and development opportunities for our members.

For me as Chair I was always conscious that there was more that I could be doing but as a committee to be truly successful we need the support and engagement of our members too. So, if I could ask one thing it would be that you get involved with the Committee, share your thoughts and ideas and support us when you can.

A huge thank you to the committee: Shaun Bell, Neil Cuthbert, Sarah Robertson, Lesley Brydon, Rhona Deb, Ian Arnot, Fraser Clarke, Gareth Brown and Jordan Ferguson, and former members from this cycle Fiona Reyner, Sian Mackenzie, Julie Brander, Susanne Collin, Ellie Wagstaff and Natalie Coupar.

And a thank you too, to all the CIPR Scotland members who have come along to our events and shared their feedback so we can continue to provide what you want from your CIPR membership. We do not take your continuing membership for granted and hope to see more of you at future events.

Ruth MacLeod
Chair, CIPR Scotland
2018/19
MEMBERSHIP

In October 2019, the CIPR Scotland group had a total of 769 members. This fluctuates throughout the year as people renew their membership.

Memberships included:

There are 127 Accredited Practitioners and 25 Chartered Practitioners in Scotland.
SCOTTISH EVENTS

Over the last year, the CIPR Scotland committee has hosted a wide range of interesting and informative events. Since our last AGM, there have been 15 events organised for members across Edinburgh, Glasgow and Aberdeen.

The annual CIPR Scotland PRide Awards continues to be our flagship event with over 300 people attending to celebrate the best of the PR industry in Scotland. It was hosted by BBC 1 Reporting Scotland newsreader Catriona Shearer and we were joined by Emma Leech FCIPR, President of the CIPR.

Other highlights were a behind the scenes newsroom tour of The Herald hosted in partnership with its publisher, Newsquest, and a fascinating 'Influencers in PR' event on ethics around #ad with a panel featuring the Advertising Standards Authority and top lifestyle blogger Wendy Gilmour.

The events have been bolstered by the new CIPR Scotland Future Leaders programme and its work to introduce learning and development opportunities for young members, practitioners and students. This has included a highly motivating Workload Management & Wellbeing workshop and an inspirational event with Alex Aitken, Executive Director of Government Communications at the UK Government.

Other topical events hosted by the CIPR Scotland include Storytelling With Numbers, the UK’s offshore oil and gas industry’s Vision 2035, the GDPR minefield and Artificial Intelligence in PR. The ‘Meet the Media’ series continues to prove popular with sold-out Meet the Political Editor and Meet Aberdeen’s Media events.

One of the biggest challenges facing CIPR Scotland has been changes to how we promote events following the introduction of GDPR. There is now a new promotional campaign process in place for every event but initially two events were cancelled due to lack of ticket sales - Brexit Means Beer and our summer social.

In summary, we provided:
• 15 events
• 2 CIPR Scotland PRide Awards
• 2 Meet the Media events
• 2 Future Leaders events
• 2 events cancelled following GDPR changes

The CIPR Scotland was also proud to partner with Women in Advertising & Communications London (WACL) to offer CIPR Scotland members a large discount and CPD points for attending GATHER Scotland. The WACL event brought together the UK’s top female communicators and incredible speakers from around the world.

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: Rhona Deb, Gareth Brown, Shaun Bell, Susanne Collin, Ellie Wagstaff, Fiona Reyner.
FUTURE LEADERS PROGRAMME
Sarah Robertson MCIPR
Chair of the CIPR Scotland Future Leaders Forum

In March 2018, CIPR Scotland launched its Future Leaders Programme to inspire and support talented young PR professionals under the age of 30.

During its inaugural year, the forum gathered insight into how the industry body could support young people through career development opportunities and gave tomorrow’s leaders a mechanism to influence the profession.

Based on these findings, this year we have developed a training and events programme tailored to the specific development needs of young practitioners, including presentation skills and public speaking, digital skills and wellbeing. As part of this we launched ‘Inspiring Future Leaders’, a series of inspirational and thought-provoking events where influential communications industry leaders, entrepreneurs and other top professionals will be invited to share personal stories and learnings from their careers and beyond. Thank you to our first speaker Alex Aiken, Executive Director for UK Government Communication, for launching the series and hosting a fascinating evening last month.

This is accompanied by student engagement activity which will continue to build on the CIPR’s relationships with Queen Margaret University, the University of Stirling, Robert Gordon University and Edinburgh Napier University, as well as further education colleges with PR and communications courses. Opportunities for students will include panel and networking events with senior practitioners plus workshops featuring real-life PR briefs, CV building advice and skills workshops.

As I was elected in March of this year, I will be leading the Forum into 2020 and look forward to working closely with my colleagues on the CIPR Scotland committee. A special thanks to the hard-working volunteers on the Future Leaders Forum: Linsay Brown (Vice Chair), Boab Thomson (Secretary), Amy Moore, Cat Timoney, Elidh Carmichael, Ellie Wagstaff, Euan Steedman, Gareth Brown, Hayley Blackwood, Lyndsey Taylor-Whitelaw, Fraser Clarke, Sarah Cowie, Morag McDonald, Eveliina Blomqvist, and former-Chair Shaun Bell for his ongoing support.

If you would like to join the Future Leaders Forum, or would like to nominate a colleague, please get in touch.

Anyone studying or working in communications and below the age of 30 can join whether they’re a CIPR member or not. Please contact CIPRScotland@gmail.com.
MEMBER COMMUNICATION

The CIPR Scotland communications team has worked hard to increase engagement across our social channels to increase profile, spark debate and ensure members are kept fully up to date with CIPR activity over the past 12 months.

Throughout the year, the CIPR Scotland committee has organised a range of events covering a broad spectrum of topics in the industry. This has helped boost engagement on social channels, especially Twitter, with members who can’t attend in person being able to get involved with the discussion.

In total, there have been 15 events organised for members across Scotland. Highlights have included a behind the scenes tour of The Herald newsroom which included a talk from Editor in Chief, Donald Martin. There was also a fantastic ‘Influencers in PR’ event on ethics in PR as well as a great ‘Storytelling with Numbers’ event which explained to members how they could utilise data in the media materials they produce.

The annual CIPR Scotland Pride Awards in Glasgow sparked major interest across our social channels. The celebration of the Scottish PR industry was a brilliant night which we helped share on social media thanks to the dedication of student volunteers from Queen Margaret University in Edinburgh and support from the CIPR events team. Our live tweeting and Facebook posts throughout the evening generated 2,120 profile visits, 245 mentions, 39 new followers and 83,400 impressions.

We’ve strived this year to support CIPR members and their organisations from across Scotland by sharing company updates and job adverts. This has helped generate greater engagement and we’ll continue to post about relevant industry updates in the coming year.

Facebook likes – 739 (9% increase)
Twitter followers – 3,967 (6% increase)
LinkedIn members – 941 (6% increase)

Thank you to this year’s communications team: Jenifer Stirton, Ian Arnott, Fraser Clarke and Jordan Ferguson.
TREASURER’S REPORT

Neil Cuthbert MCIPR, Treasurer

CIPR Scotland remains in a healthy financial position after a busy and productive year. At the time of writing, bank balance is £17,589.94. This is a reduction of £132.96 on our bank balance at this time last year.

**Year-on-Year**

We made a small surplus of £907.98 during the 2018 calendar year.

Our total income for 2018 was £11,386.82. This was made up of an HQ grant of £5,500.00 and ticket sales/sponsorship of £5,886.82. The Events Team continues to do an excellent job arranging and managing profitable events which help offset our costs.

The HQ grant was reduced to £1,000.00 for 2019 and is proposed at the same level for 2020.

CIPR Scotland’s administration costs were reduced to £3.70 in 2018 from £215.62 in 2017 (£1,462 in 2016). This is as a result of bringing our accounts preparation in house.

**Accountancy support**

The centralised accounts programme now run by CIPR HQ means that CIPR Scotland no longer needs to access local accountancy support. This continues to be a cost saving for us, which will help contribute to offsetting some of our reduction in HQ grant.
As at 31 December 2018

**BALANCE SHEET**

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## PROFIT & LOSS

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2020 CIPR TRAINING IN SCOTLAND

CIPR training is coming to Scotland in 2020 with some of the UK’s bestselling courses taking place in Glasgow and Edinburgh.

Training in Edinburgh

Effective people management
Strategic internal communication & employee engagement
Introduction to market research
Social & digital crisis management

25 June
17 September
1 October
19 November

Training in Glasgow

Planning & managing PR campaigns
The role of psychology in campaign design
Introduction to podcasting
Risk issues management & crisis

7 July
24 September
22 October
12 November

To book your training, visit: cipr.co.uk/training