



MINUTES OF THE CIPR SCOTLAND AGM HELD ON THURSDAY 22 MARCH 2018 AT 6.00PM AT THE CORINTHIAN, GLASGOW

Present

The meeting was started by the Chair, Jenifer Stirton. She welcomed all members and the guest speaker, Jerry Ward.

Those present included: Jenifer Stirton (Chair), Julie Williams (Vice Chair), Neil Cuthbert (Treasurer), Shaun Bell (Secretary), John Brown, Clare Carswell, Rhona Deb, Jordan Ferguson, Jack Mallon, Sian Mackenzie, Theresa Merrick, David Millar, Fiona Riddell, Sarah Robertson, Jackie Stewart, Grant Thoms, Ellie Wagstaff, Vivienne Wilson, Davina Wyper and Lynne Ziarelli.

1. Apologies for absence

Apologies for absence were noted from Ruth MacLeod, Joyce Nisbet, Euan Steedman, Nathalie Agnew, Chris Young, Jane Cumming, Flora Martin, Tony Meehan, Fiona MacFarlane, Elaine Fee, Lesley Brydon, Ian Arnot, Graeme Cleland, Michael Shaw, Joe Walton, Louise Macdonald and Paula McNulty.

2. Minutes of the AGM held on Wednesday 30 March 2017

Shaun Bell proposed the previous minutes for approval. There were no questions and the minutes accepted by the AGM.

3. Annual Accounts

The Treasurer, Neil Cuthbert, has submitted annual accounts and presented an overview. He outlined the small loss due to the increase in free member events.

Lynne Ziarelli asked why there was a saving in administration costs. Neil Cuthbert responded that a saving had been made by centralising the finance process through CIPR HQ.

4. Receive report from the Chair

Jenifer Stirton presented her report for the year. She also pointed the members to the online version of the CIPR Scotland annual report available on the CIPR website's Scotland group page. The annual report was adopted by the AGM.

4.1 Overview: annual report

Key points presented by Jenifer Stirton were:

- Thanks to the committee volunteers for their time and commitment. The extensive events programme would not be possible without them. She encouraged other people in attendance to volunteer.
- The changes to funding from CIPR HQ and revenue from the successful events programme and generous venues.
- The decline in public sector representation in Scotland. This is a sign of the times but has had an impact on membership and PRide Award entries from the public sector.
- The consistency of membership numbers, which averaged at 900 members and ensure Scotland remains the largest CIPR group outside Greater London.
- Pride in representing the CIPR Scotland group and fighting the corner of Scottish members and their interests.

4.2 Questions from the AGM

(a) David Millar asked if it would be possible for more to be done to promote the CIPR Scotland to other sectors in Scotland. He highlighted that this would increase awareness of the organisation and the benefits of our profession.

Jenifer Stirton responded that this is a commitment of Sarah Hall, the new president of the CIPR. The first move has been to become a member of the CBI and to work closer with the IoD. Jenifer confirmed that David's point would be put on the agenda of the new CIPR Scotland committee to consider progressing.

Jenifer Stirton also highlighted that CIPR Scotland will have a presence at the Local Government Association Conference and potentially the Politics Festival.

(b) Julie Williams asked for an overview of the CIPR Scotland Future Leaders Programme. Shaun Bell provided a summary:

- the programme will support the learning and professional development of young practitioners studying and working in communications.
- the programme will be delivered by a new Future Leaders Forum supported by the CIPR Scotland committee
- it will also feature the CIPR Scotland Fellows Lecture Series
- nominations are now open for young practitioners to join the Future Leaders Forum.

(c) David Millar asked which universities in Scotland have CIPR accreditation. Jenifer Stirton confirmed that University of Stirling, Queen Margaret University, Robert Gordon University and Edinburgh Napier University run accredited courses.

Jenifer Stirton said that as well as working with other universities, the CIPR Scotland committee was also committed to working with further education college. Schools engagement has been tougher and we are open to trying new tactics where possible.

5. Elections of Executive Committee and Committee Members

Jenifer Stirton (Chair), Julie Watt (Vice Chair) and Shaun Bell (Secretary) are not returning to their current roles on the Executive Committee.

The following people were elected by members at the AGM:

Nominee	Role	Nominated by
Ruth MacLeod	Chair	Jenifer Stirton
Shaun Bell	Vice Chair	Sarah Robertson
Neil Cuthbert	Treasurer	Jenifer Stirton
Sarah Robertson	Secretary	Jordan Ferguson
Lesley Clark/Brydon	Committee Member	Jenifer Stirton
Susanne Collin	Committee Member	Sian Mackenzie
Natalie Coupar	Committee Member	Neil Cuthbert
Jordan Ferguson	Committee Member	Shaun Bell
Sian Mackenzie	Committee Member	Jenifer Stirton
Fiona Reyner	Committee Member	Ellie Wagstaff
Jenifer Stirton	Committee Member	Neil Cuthbert
Ellie Wagstaff	Committee Member	Shaun Bell
Julie Brander	Committee Member	Jordan Ferguson
Ian Arnot	Co-opted	Co-opted

As no positions were opposed and the membership had no issues with the nominations, the positions were accepted en masse by the AGM.

6. Chair priorities for 2018/19

Jenifer Stirton thanked the previous committee for their hard work and commitment to the CIPR. As Ruth MacLeod was attending a prior speaking engagement, she also set out the following priorities for the forthcoming year:

- Promoting and increasing CIPR membership in Scotland
- Encouraging members in Scotland to participate in CPD
- Promoting the benefits of Chartership
- Engaging with more non-members and a wider cross-section of members in CIPR Scotland events
- Delivering the Future Leaders Programme
- A commitment to hosting good events.

10. Close of AGM

Jenifer thanked members for their attendance. The AGM was closed and Jerry Ward, the guest speaker, presented on the importance of measurement and evaluation in communications.