

Please note that while our accounts cover the financial year from 1 March 2013 to 28 February 2014, this report also covers the activities of the council and the Society from 1 March 2014 to 1 July 2014, the date of writing.

## Report from the chair

**Sara Peacock**

It has been a busy and exciting time for the SfEP. As I read through the reports included here I am struck by the enormous amount that has been achieved by the council over the year. My first job must be to thank the other directors for all their hard work and dedication as well as their good humour and team spirit. I wish I had the space here to thank and praise each of them individually; the reports below will have to suffice to show all that they have managed to achieve.

It hasn't all been plain sailing, though. We have been unlucky enough to lose three directors as well as our paid development manager over the course of the year. Each of these resignations has been for valid and understandable reasons, and my thanks also go to Gareth Haman, John Bowdler, Melanie Thompson and Lillian Avon for all they were able to do while in post. This does mean that we have been understaffed for the whole year in one area or another; since February 2014 there have been 10 directors effectively doing the work of 12.

We are currently operating without a financial director (see financial report, below, prepared by vice-chair Sabine Citron). Bridget Buckle in the office continues in her efficient and competent way to deal with the day-to-day issues, Warrener Stewart have compiled our end-of-year accounts as usual, and financial issues are also put to the council as a whole (thus we benefit from the financial acumen of a number of directors to assure us that all is as it should be), so this has not caused us too many problems in the short term. But this is not a sustainable way for us to proceed. Earlier in the year I asked for the membership's opinions on the concept of our hiring outside help in the oversight of our financial affairs, and most of the responses were in favour of this. I am writing this before nominations for new directors have been received, so I don't yet know whether anyone will present themselves as keen to take on the role of financial director; if not, we will be hiring someone to oversee the finances in a freelance capacity.

My first priority on taking over as chair in 2013 was to make sure that the upgrades procedure was revised, as it clearly wasn't accommodating the experiences of our increasingly varied membership. You can read more about this in the professional development report, below. Now this has been achieved (and should be up and running by the time of the AGM), we can move on to presenting the proposed new membership structure devised by the Futures Group, in collaboration with the council. This has been a long time in the making, has been through countless iterations, and has been the subject of an enormous amount of discussion. But thanks to the patience, diligence and cooperation of the Futures Group and directors alike we now have a

version we are happy to put before the membership. We will, of course, be inviting and responding to feedback from current members and associates on the detail of this. But we hope you will agree that it will contribute to making our members more professional, to providing a clear career pathway for the profession, and to giving clients the confidence to look to the SfEP when they need to hire a proofreader or editor.

As you will see from the membership and financial reports here, the Society is in great shape. The growth we are experiencing is very welcome, but is putting pressure on our administrative resources, and this is the next important issue to be addressed. We have an opportunity now to expand the reach of the Society – to make sure that we are spreading our message of ensuring editorial excellence throughout the publishing industry and into other areas where the services of our members and associates could be valuable. So the council, with the help of the Futures Group, has been working hard to come up with a coherent strategy for the years ahead. Further discussion of what the future might hold will take place at the conference, during the directors' 'What next for the SfEP?' session. We will then aim to have a strategy finalised by the early autumn so that we might build on the growth so far and put the Society on a secure footing for whatever the future might hold.

The most important consideration, as the Society grows, will be to make sure that its current ethos endures. What makes the SfEP special is its members and associates, the standards they maintain, and the help, support and generosity they share with each other. The financial section of the report below gives some indication of the people who are working behind the scenes in one capacity or another to help run the Society and its services, and we continue to be indebted to all who are prepared to give up some of their time to contribute, as well as those who freely offer helpful advice on the SfEP forums. I am very proud to be working for the benefit of an organisation such as this.

## Vice-chair

**Sabine Citron**

I took over the role of vice-chair at the 2013 AGM and combined this role with that of regional development director for the first six months until Lucy Metzger finally stepped into the breach in March 2014; you will find more information on regional development and local groups in my successor's report below.

The job of the vice-chair is to support the chair and the council as a whole. This involves both mundane administrative tasks, such as preparing meetings, and long-term ones, requiring more of an overview of the council's activities and direction. As you will see from the rest of the report, there is a lot happening in this area. We have already achieved a great deal for the Society and its members and associates, and are setting ourselves ambitious goals for the years to come.

At last year's AGM, and in views expressed via the forums and in local groups, it appeared clearly that many members and associates have no idea what the

directors' work involves, or how the council operates. We have tried to remedy this by better communicating what we do, and I have made it one of my tasks to write a short newsletter, *Council News*, after each council meeting.

## Finance

### Report for the financial year ending 28 February 2014

Sabine Citron, vice-chair

John Bowdler resigned from his post as finance director in February 2014, and we have been without a finance director since then. However, we have been looking at long-term solutions and still benefit from the expertise of Bridget Buckle, our company secretary, and from Warrener Stewart, the chartered accountants who produce our annual accounts. We have also been fortunate in being able to enlist the help of one of our associates, Robin Black, who used to be a banker.

Our financial statements (annual accounts) for the year ending 28 February 2014 continue to show a healthy balance sheet. The surplus for the year was £65,767 – up 72% from last year (page 3 of the accounts). You will find more details on income and direct costs for the year, as well as administrative expenses, on page 9.

The 24% increase in our net income (i.e. after direct costs) was largely due to the success of our training courses – notably the new online courses – and increased membership numbers. Training brought in a surplus of £51,321, which is an increase of 136% over last year, and the 16% increase in membership numbers was mirrored by a 16% increase in income from subscriptions, to £206,276.

Of course this overall increase in income was only made possible through investment in new courses and through the hard work of many people. Wages and salaries for permanent staff, together with corresponding employer NI contributions, and fees for temporary staff and freelancers were up significantly compared with last year, rising from £66,287 to £92,241. Directors' fees went up from £13,720 to £21,013. However, overall administrative expenses only increased by 13%, from £176,696 to £200,476. This was partly due to decreased need for investment in the website and the database, but it is also a result of careful management of resources and the many hours given generously by our large team of volunteers: the members of the Futures Group and of the Judith Butcher committee, the conference committee and other helpers at the conference, the many people who contribute their time and words to *Editing Matters*, the forum moderators, the social-media team members, the people who update the membership map, compile 'Rates for the Job' and administer the SfEP wiki, the local group coordinators and other local helpers, the many volunteer proofreaders, the branding co-ordinator, and the directors (who volunteered at least 15 hours of their time each month), among others.

To have a better understanding of where our money goes, we have started using financial modelling this year. This has, for example, allowed us to adjust our course fees in line with demand, keeping them as reasonable as possible.

With the introduction in the coming year of a new upgrade process, new membership tiers, online tests and a revamped website, our administrative expenses will increase. We will also be using a share of our improved resources to help us build on the growth we are experiencing, defining strategic objectives for the years ahead to ensure that this growth is sustained and making sure the Society continues to meet the needs of its membership and of the industry. I am sure you will agree that this investment in the Society's future will represent money well spent.

## Membership

John Firth

Over the year membership rose from 1,484 to 1,717, and is currently 1,849:

Grade	At renewal 2013	At renewal 2014	At 3 July 2014
Advanced	292	295	299
Ordinary	360	370	390
Associate	832	1,052	1,160
<b>Total</b>	<b>1,484</b>	<b>1,717</b>	<b>1,849</b>

Including successful accreditations (see Professional Development report) 11 subscribers upgraded to advanced membership, and 29 to ordinary membership, during 2013–14, but several members of both grades retired at the end of the year. It is encouraging to see how many have upgraded in the first four months of 2014–15. It is also encouraging to see how many people continue to join the Society as associates, demonstrating their commitment to personal professional development and the promotion of excellence in the many fields in which our subscribers work.

The Judith Butcher Award for 2013 was given to Helen Stevens, for significantly raising the national and international profile of the SfEP, and the work of editors and proofreaders in general, through her voluntary work on social media. While managing her team of volunteers with charm and understanding, Helen organises material to ensure good-quality posts and makes herself available at all hours to reply to comments and ensure that posts are appropriate.

As usual, in November 2013 and April 2014 we carried out surveys of the whole membership, and of subscribers who had decided not to renew. In addition, in March 2013 we carried out a survey of corporate subscribers. All three surveys provided considerable information to help the council's work: on the system for upgrading, on how the Society's membership benefits are regarded and on what subscribers see as good and bad in the SfEP and how it is run. This kind of information is hard to obtain (especially for voluntary organisations such as ours), and the council is grateful to everyone who took the time to respond.

Having submitted outline proposals for a new membership structure, the Futures Group was asked by the council to suspend its work temporarily while work

was done to smooth the path to upgrading for associates and ordinary members (see Professional Development report). As this work is nearing completion, the Futures Group have returned to the task of refining the proposals put to the council, and an announcement is expected to be issued during 2014–15. I should like to echo Sarah Patey's thanks to the Group in last year's Report, both for their continuing (and voluntary!) hard work and for bearing with the council while it got on with other things.

## Local groups and regional development

Lucy Metzger

In March 2014, Sabine Citron, who had been regional development director, stepped down in order to devote full attention to her role as vice-chair of the SfEP Council. I was co-opted by the council to become the regional development director. As a loyal member of Glasgow's very active local SfEP group, I was very happy to take on the mission of ensuring that the benefits of networking and meeting up with SfEP colleagues are available to every member and associate who wishes to take advantage of them.

Of the SfEP's membership – now hovering around 1,800 – about 300 are based in Greater London and about 160 outside the UK (in 40 countries). The rest are spread throughout the UK, as may be seen from our membership map. For many members and associates, local groups continue to provide support, opportunities and camaraderie. The local groups also perform important functions within the SfEP: attracting editorial professionals and potential professionals to the society, spreading new information and new ideas among members and associates, and encouraging the passing on of knowledge and expertise from experienced professionals to those newer to the field.

I take my hat off to the local group coordinators for their enthusiasm and initiative and for the support they provide to their colleagues and the SfEP. While Sabine Citron was still regional development director, she conducted a survey of local group coordinators. The response rate was excellent (91%), and the survey provides much useful information. Nearly half of all the groups meet at least every two months; most meet during the week in a pub or café; about half of all meetings have a designated topic; about 40% of local groups have organised some form of local training. Challenges mentioned by the group coordinators included getting people to be more active in their groups; finding a time and place to meet that suits everyone; and choosing topics for meetings.

At present there are 35 local groups, of which 28 are active and meet regularly. November 2013 saw the first meeting of the new Three Counties local group. Several groups that had faded away have been revived: the Pembrokeshire group in October 2013; the Cambridge group in January 2014; and the Edinburgh group, now in the process of forming up. The Kent and Sussex group split into two groups, both of which are active. The International Group was established and now includes members and associates based in 13 countries.

The list of the entire membership, sorted by postcode, is regularly updated by the SfEP office staff

and is available on request from the regional development director. Members and associates consult it with the aim of organising new groups, both in-person and virtual.

I hope to encourage members and associates who are not in a local group to join one or form one. I also hope to include in the network members and associates who, for whatever reason, cannot regularly get to a local group meeting. Fortunately, we have an ever-increasing array of ways to network and converse. Local group members can use the forums on the SfEP's websites to organise meetings and make plans (although the survey mentioned above suggests that the forums are not used as much as they could be), and members and associates use the various social media on which the SfEP has a presence. A new 'virtual group' has been established for SfEP members and associates in Cumbria – who are spread across a wide area – so that they can be in touch electronically and may meet up ad hoc. A Skype group is also forming to include members and associates in rural Wales (although, of course, with electronic media there's no regional limit).

In June 2014, the first SfEP regional mini-conference took place in Edinburgh. This was a one-day event organised by the North and East Scotland group and the Glasgow group. It was attended by 50 members and associates, from the north of England as well as Scotland. The event provided practical sessions on work skills and approaches – and, of course, plenty of conversation and exchanging of ideas. I hope that more such events will follow in other regions of the UK.

With plans afoot for a new and improved SfEP website, I want to set up networking by region as well as through local groups. I am building up content for the new site, which will include regional pages bringing together information on all SfEP activities in each region: plans for local group meetings, outings and events; reports on recent local group activities; SfEP courses being held; courses and presentations by other editorial professionals; mini-conferences (I hope); and virtual groups and other networking initiatives. Of course, contributions from local group coordinators and others who are active in their regions will be an essential part of these new pages.

## Professional development

Liz Jones

When writing my report last year, I had barely settled in to the post and could do little more than report on the upgrading figures and talk about some of things I hoped to get done in the coming year.

The upgrading figures for the year March 2013 to February 2014 are as follows.. There were 51 applications (fewer than last year, although this has picked up significantly in more recent months). Of these applicants, 29 upgraded to ordinary membership and 9 to advanced membership. Two people passed the accreditation in proofreading test in that time – well done to them. Unfortunately the LCGI qualification was discontinued by City & Guilds. However, two of our advanced members were awarded the qualification in 2013.

I would like to thank the admissions panel for all the hard work that goes into their detailed consideration

of every application. Without them, our upgrade system would simply grind to a halt.

Beyond the upgrade figures, this year has indeed turned out to be quite busy. At the conference last year, we committed ourselves to overhauling the upgrade procedure, with the intention of making full membership accessible to people from a wider range of backgrounds (but without dropping standards, and perhaps even raising them), and taking the process, which has until now been paper-based, online.

The original aim was to have the new system in place in time for renewals in March, but this turned out to be simply too big a job, given the part-time nature of council work. However, in spring we revealed plans for the new process to the membership, as well as the syllabus for the accompanying editorial test.

These documents were well received, and I look forward to completing the overhaul by autumn this year (I hope this will be in time for the conference).

All the changes have been underpinned by a lot of work behind the scenes, ranging from input from various council members (especially Gerard and Sara, but with advice and input from the whole council), to consultation with the Admissions Panel (who are really the experts on implementing the criteria for upgrading), as well as an abundance of useful comments from members and associates when I consulted them last year.

In April I organised a professional development day for medical editors at the Ashmolean Museum in Oxford. Speakers included the SfEP's Anna Sharman, Julia Donnelly (now President of the European Medical Writers Association), a team from OUP and Maria Kowalczyk of BioMed Central. Thanks to all who came and participated for helping to make this day a success.

Finally, it is with some regret that I will be stepping down in September. I had hoped to serve for longer, but as I intend to take up a full-time in-house editorial position in the autumn, I don't think I will be able to give council work the attention it deserves. I would like to thank the council members I have served with for making the experience so enjoyable. I have learned a lot from all of them. I also wish whoever takes over the professional development remit the best of luck.

## Mentoring and tests

### Gerard Hill

#### Mentoring

Mentoring continues to expand. In the year to 28 February 2014, the net cost of mentoring to the SfEP was £2,350, a new mentor joined the team and 29 mentees started. From 1 March 2014, bookings went online; in the three months after that, mentors took on another 15 applicants. Plans to offer specialist mentoring in legal texts have so far proved unsuccessful, but the SfEP was able to help our Australian equivalent, IPEd, to launch a mentoring scheme there.

#### Tests

With the aim of raising standards, in 2013–14 we spent time on writing and developing an editorial syllabus, two editorial tests and a short English test, and acquired software. The council approved the syllabus and, subject to finalisation, the basic editorial tests, which – thanks to

a team of volunteers who piloted them – should be in use by the time you read this. Renewals included a question on the SfEP code of practice; the response was generally very positive.

#### Complaints procedure

Using the complaints and appeals procedure introduced in 2013, we dealt with three formal complaints and various other problems. One member was taken to court by a client but, with the help of an expert opinion from SfEP, the case was thrown out. The complaints panel had to read hundreds of emails as well as the texts in question and produced very detailed reports, which went to both/all parties along with advice, sometimes to both sides. As in previous years, the main problems were people biting off more than they could chew and poor communication. In one case, the council required the editor to accept mentoring, which proved very helpful.

## Training

### Stephen Cashmore

The financial year 2013–14 and the months immediately following have mostly been a time of consolidation in Training. Most of the online training courses noted in my last Annual Report are now in existence, and have proved very popular: the table below gives an indication of just how popular.

	Registered 2013–14	Registered after 28 Feb 2014
Proofreading 1: Introduction	366	183
Proofreading 2: Progress	43	55
Copy-Editing 1: Introduction	15	23
Copy-Editing 2: Progress	14	15
Brush Up Your Grammar	23	31
Totals	461	307

The 'consolidation' of these courses has included making changes as a result of improvements (and occasional corrections) discovered by the first rush of students, and the recruitment of online course tutors. The frenetic activity that all this engendered has now quietened down, and the next part of the plan is to increase the number and range of courses available online. At present, Introduction to Fiction Editing is being developed and should be available early in 2015. Unfortunately the attempt to develop XML for Editors fell at the first hurdle; budget constraints ruled out the tenders received for that project.

Inhouse training was relatively thin on the ground during 2013–14; the low surplus shown in the accounts reflects that fact. More inhouse courses have been put on at the start of this financial year (already six in the

months up to July), and these figures will be reported in the next Training Annual Statement.

The number of classroom-based courses was also down compared to the previous year: this is partly because the number put on in the previous year was high, and partly because online courses have no doubt poached some of the students who might otherwise have gone to classroom courses (although there are no statistics to back up this supposition). The total number of classroom courses was 51, with a total of 477 students attending.

The surpluses of the three types of training for 2013–14 are:

	Surplus (£)
Inhouse training courses	3,742
Classroom-based courses	18,628
Online courses	28,951

One other development during the year has been the strengthening of our relationship with the Australian equivalent of SfEP, the Institute of Professional Editors (IPEd). IPEd members are now entitled to a discount on SfEP online courses: the benefit to SfEP is that the existence of the courses is actively promoted through the different districts that make up IPEd (their structure is not the same as ours). Indeed, one of the online tutors is based in Australia; it would perhaps be unreasonable to expect IPEd members to attend our classroom-based courses, but a discount for that is available to them if they happen to be in this part of the world.

The next steps for Training are to rebrand and make consistent all the various documents for our classroom-based courses (a not inconsiderable task) and, as previously mentioned, to bring more online courses into being.

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## Conference

### Christine Vaughan

During the first half of the financial year 2013–14, my predecessor Sonia Cutler completed the organisation of the 2013 conference, refining the programme and seeking sponsorship, amongst many other things. In addition, Royal Holloway was chosen as the venue for 2014.

The 2013 conference itself took place from 31 August to 2 September 2013, at the University of Exeter, and was attended by 126 delegates. Highlights of the programme included David Crystal's keynote speech and the Whitcombe Lecture, given by Carol Fisher Saller. The conference made a surplus of £2,592.

One of my first tasks after taking on the role of conference director was to analyse the feedback. Overall, the conference was well received, with delegates praising the quality of the food (although others were not impressed), the diverse programme and the friendly atmosphere. However, the feedback also identified a number of areas that could be improved in future years, including various practical issues, the need

for clear pre-conference information and the importance of properly introducing and thanking outside speakers.

Following a visit to Royal Holloway, it was time to start planning the programme and finding speakers. This has been informed by many of the suggestions included in the 2013 feedback and I hope the result is a vibrant programme that caters for everyone. This was an ongoing process, but by the end of February the theme – *Editing: fit for purpose* – was chosen and the provisional programme complete, with only a few speakers to be confirmed.

As this year's conference is the 25th, the council decided to hold a competition, open to all members and associates who had never attended a conference before. The winner, Catherine Hanley, was awarded a free place at this year's conference, and her 500-word answer to the question 'What does the SfEP mean to you?' was printed in the May/June issue of *Editing Matters*.

I also began exploring the idea of holding a joint conference with the Society of Indexers (SI). Following a meeting with representative of the SI on 8 October, we decided to go ahead, and began researching possible venues, visiting the universities of Sheffield and York.

Since the end of the financial year 2013–14, I have continued planning this year's conference, assisted by Maggie Donovan and the office staff. Booking opened on 4 March and at the time of writing I am expecting around 120 delegates in total, which is about average. Nevertheless, the conference might not make a surplus this year, as Royal Holloway is an expensive venue and it seems unlikely that we will reach the sponsorship target of £3,000. However, it is our 25th, and the Society's finances are healthy at present, so the council agreed that we can afford to subsidise the conference this year if necessary. We felt that, for example, it would be better to have a band at the gala dinner than to save the relatively small cost of hiring one.

I have also paid a second visit to the venue, which was an opportunity to review the options for some arrangements and to check details such as the AV equipment available.

Preparations for the joint conference with the SI also continued. By the end of March we had signed a contract describing our joint responsibilities and setting out how the costs, income, payments and accounting will be managed. We also jointly signed a contract with the University of York, our chosen venue. The joint conference will go ahead on 5–7 September 2015.

I also began the search for a conference venue for 2016, attending the Academic Venues Show on 14 March, and have since reviewed proposals from eight venues and set up visits to two.

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## Publications

### Gillian Clarke

As ever, *Editing Matters* informs, educates and entertains under the excellent editorship of Hazel Reid and her team of Rich Cutler (copy-editor, designer and typesetter) and Rod Cuff (proofreader, with 'understudy' Peter Millward). We are very grateful to everyone who contributes to the magazine – whether from time to time or on a regular basis. It is always good when people offer contributions without being asked, so please do

send your ideas or articles direct to Hazel (em@sfep.org.uk).

Although it was a wrench for some of the membership (including me) who prefer to receive a printed copy, the ever-increasing costs of distribution made the change to electronic delivery a sensible move. The change was welcomed by many, especially with the benefit of colour throughout and links to other sections. For those who prefer to read hard copy, each issue can be printed out and read as and where the mood takes us.

The money saved (around £10,000 per year) is being put to other projects that we couldn't otherwise afford. One example in the Publications section is that regular contributors to *Editing Matters* now receive a small fee. Another is that the fee to authors of new Guides is being increased by 16% – from £215 to £250 per 1000 words (to a maximum of £1,500). This is still not a good rate compared with other organisations' rates but is an improvement!

The eighth SfEP guide, *Pricing a Project: How to prepare a professional quotation* by Melanie Thompson, was launched at the 2013 conference and proved a best seller. Also popular at the conference was the second edition of *Marketing Yourself: Strategies to promote your editorial business* by Sara Hulse. The guides cover a variety of subjects, from *Starting Out* (now in its 3rd edition) to *Editor and Client*. Although several are aimed at the membership working with publisher clients, a number have a wider audience. For example, *Your House Style* by Christina Thomas, also now in its second edition, and *Editing into Plain English* by Sarah Carr, as well as *Pricing a Project*, can be invaluable when working with 'non-publisher' organisations producing publications, whether printed or electronic. *Theses and Dissertations: Checking the language* by Pat Baxter gives very helpful advice on what and how much work can be put into 'proofreading' students' work. Information about all the titles and how to order them is in the Collective wisdom section of the website. At the time of writing, steps are being taken to make them all available as downloadable PDFs as well as printed copies.

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## Marketing and PR

### Sara Peacock, chair

The post of marketing and PR director is currently vacant. Gareth Haman held down the post until January 2014, when he left to take up full-time employment, and his successor, Melanie Thompson, unfortunately had to step down in March because of family circumstances.

During the autumn of 2013, Gareth led the search for a social media manager, to take over the responsibility for the Society's various social media tools (Facebook, Twitter, LinkedIn) and to set up an SfEP blog. The advertisement went out among our membership in the first instance, and we were lucky enough to have a number of very high-quality applications. Gareth and Melanie interviewed a short list of candidates, and Joanna Bowery, an associate, was appointed to the post. The SfEP blog was launched in May 2014.

Since Melanie's departure, the other directors have each taken responsibility for the publicity for their own

projects, for which I am very grateful; we have relied heavily on the work of the social media team.

The directors have also all pulled together to continue the good work begun by Lillian Avon, the Society's development manager. We have been able to continue a number of the initiatives that she began, such as the joint session at the London Book Fair and the 'Communicating Effectively with Older People' project, and we hope to be able to build on her groundwork in other areas as soon as we are better staffed.

It will be very important in future that we have a structured marketing plan to help the Society improve its visibility both within and beyond the publishing industry. It might well be that this is another area where we would benefit from professional, freelance assistance.

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## Internet

### John Espirian

I was co-opted to the role at conference in September 2013, and have since expanded on the work already done during my previous two years as the Society's principal webspinner.

#### SfEP forums moderators

This year has seen a significant change in our SfEP forums moderator team. Nancy Boston, Pat Winfield and Liz Lemal have all stepped down from their roles, and we have spread out the workload by taking on six volunteer moderators: Sue Browning, Jane Hammett, Graham Hughes, Katie Lewis, Jean Rollinson and Ali Turnbull. I'd like to offer renewed thanks to the former moderators for all their efforts, and to congratulate the new moderators, who have all settled in very well.

#### Webspinners

To ensure that the main SfEP website was kept up to date, we decided to expand the webspinning team. Gordon Hooper, who has helped to look after the site since 2010, is now joined by Howard Gossington and Mary Sheridan. All three have been responsive and diligent in their work.

#### Website development

Approximately a year ago, the council decided to press ahead with modernizing the SfEP website, giving it an updated look and improving the internal structure. Since the end of 2013, work has been done to redesign the visuals and to migrate existing pages to a Content Management System (CMS).

While the new site has been in development, we have pressed forward with a number of other online initiatives. This year has seen us release online versions of the Rate for the job survey and mentoring booking pages, and we will soon be able to handle upgrade applications online, too.

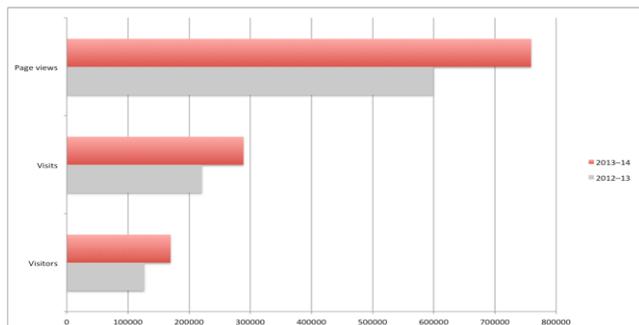
After we complete work on the new website, the next task will be to focus on updating the Directory of Editorial Services, so that entrants will be able to manage their own entries.

## Website statistics

In the year 5 June 2013 to 5 June 2014, the SfEP website saw 169,666 unique visitors and 288,904 visits in total (up from 126,471 and 220,962, respectively, for the same period 2012 to 2013). During this time there have been 759,090 unique page views (up from 599,408 for the same period 2012 to 2013).

Visitors viewed an average of 3.35 pages per visit and stayed for an average of 3.27 minutes. Just under 70% of visitors were from the UK, with US visitors second at 11.6%.

Visits from people using tablets and mobiles accounted for 18% of all visits, up from 11% for the same period 2012 to 2013.



## Blog

With the cooperation of the social media manager, Joanna Bowery, we have released the SfEP's own blog. Volunteer contributors, editors and proofreaders will be helping us to produce two or three blog posts per week, which we hope will draw in even more visitors to the site.

## Directory manager Nancy Duin

As of July 2014, the number of entries in the SfEP Directory of Editorial Services stood at 491, up by 19 (4%) from last year. This is heartening after the relatively steep loss of entries in 2012/13. The total is divided between 258 ordinary members and 233 advanced.

Facts and figures for the past year:

- 63 new entries: 51 ordinary and 12 advanced
- only 18 entries deleted, compared with 85 last year
- an average of 101 searches by potential clients per day – an increase of 8.6%.

The top 10 search words/phrases were: crime, proofreader, academic consultancy, law, editor, fiction, copy editor, bowdler, academic, 1. 'Bowdler' must be our former finance director – a popular man. 'Crime' and 'fiction' probably reflect the rise in self-publishing. However, '1' is a mystery – it was typed into the SfEP directory search engine 181 times!

One major innovation for the directory has been the opening up of it to Google search. Previously entries could only be reached via the directory's own search engine. Since July 2014, however, if a potential client searches for you directly on Google or does a search on a subject or skill that you mention in your entry, your

directory entry should now appear in search results. Entrants were warned of this change and most accepted it without comment or with appreciation. However, there was a flurry of requests to have contact details minimised and others asked to have their entries 'masked' as they had been before (which involved reinstating a small line of code). It will take a while for Google to index the directory and for entries to appear in search results, but it's hoped that, by doing this, the directory's reach will be greatly extended, resulting in more work for our members.

I'm sorry to apologise yet again for the lack of a mechanism for entrants to create and update their own entries. Last year, this failure was due to work that needed to be done to mesh the directory with the new database. This year, we've fallen foul of the redevelopment of the entire site: creating a directory that can be accessed and worked on by the entrants themselves can't be done in isolation. But please feel free to contact me at any time if you want to change your entry in any way – I'm here to serve!

