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## report from the chair

### wendy toole

My first year as SfEP chair has been busy, rewarding and challenging. Sarah Price, who retired from the post at the last AGM, left everything in very good order, but a number of unexpected events occurred in the months that followed. In October 2011 our executive secretary and company secretary Justina Amenu resigned (leaving SfEP at the end of December) and just before Christmas the landlord gave SfEP notice to vacate our office premises at Erico House in Putney. Thanks to the sterling work of the remaining office team, Helen Martin and Bridget Buckle, we quickly found new accommodation a little further along Upper Richmond Road at Apsley House. It is to Helen and Bridget's great credit that, despite being one member of staff down, the office has continued to run smoothly and efficiently in these difficult times.

Following Justina's departure, we decided to rethink the office staffing structure so that while continuing to provide excellent service and support to our members and associates we would also have the capacity to develop the Society's reputation as the leading UK-based professional organisation for editors and proofreaders and be proactive in recruiting. We were delighted that Helen and Bridget agreed to take on extra duties and responsibilities to help us achieve these aims. Helen now combines her role as office manager with the new one of training coordinator, and Bridget has taken on the duties of company secretary while continuing her work as finance officer. In autumn 2012 we will be recruiting a part-time member of staff to help with general office administration. We are also intending to create the full-time position of development manager in the near future. The person appointed will work to increase SfEP membership and income, raise the Society's profile by promoting the organisation, and identify new areas for development.

At the 2012 AGM we will be saying goodbye to a number of directors. Nancy Duin, internet director, is retiring after eight years on the council. Lawrence Osborn, who joined the council in 2008 and served first as regional development director and since 2010 as conference director, is also standing down. Catherine Booth, after two years as training director, is retiring from the council to take on a possibly even more demanding job: she is expecting a baby later this year. Pat Baxter is retiring from her position as regional development director. Helen Stevens, marketing and PR director, is standing down, but will act in an advisory capacity until the end of 2012. Gordon Hooper, finance director, who is standing for re-election at this year's AGM, has also expressed his wish to retire from the council but has generously agreed to stay on board until the end of 2012 to ensure a smooth handover to his successor.

In addition to thanking these retiring directors for all the hard work they have done for the Society over the years, I would like to express my gratitude to the entire council for the support they have given me since I became chair. In this busy year we have been a council of only 11 directors, with no one acting as vice chair, and

my council colleagues have given me a great deal of help and support far beyond the fulfilment of their own council duties. With SfEP now at its new premises, Helen and Bridget working in their expanded roles and a new member of office staff soon to be appointed, the year ahead promises to be a more settled and less stressful time in which to further our plans for the Society.

## finance

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### report for the financial year ending 29 february 2012

#### gordon hooper

Once again, the financial statements reveal a healthy balance sheet, with a good level of reserves. The Income and Expenditure Account also shows a surplus for the year of £12,826. This compares favourably with the small loss of £1,036 made last year, and was achieved despite the very challenging economic environment that existed throughout the year, substantial investment by the Society in its new database and the introduction of more online services, including conference and training course booking.

The schedules on page 9 of the financial statements give details of the income and direct costs for the year, together with the administrative expenses. Although we show a breakdown of the income and expenditure for the different cost categories, all our income is pooled so that we can use it to fund our various activities and to cover the running costs of the Society.

Although subscription income actually increased compared to last year, the accounts show a decrease of £5,101. This is due to the fact that some subscriptions paid in January and February (i.e. those taking advantage of our '14 months for 12' offer) have to be carried over to the next financial year under standard accounting conventions. This situation did not occur last year as, pending the introduction of the online renewals service on 1 March 2011, all 14-for-12 subscriptions were held over until the new system went live. In the year under review, these subscriptions were not held back, and, as a result, there is a substantial rise in the figure contained in 'Income received in advance', shown under 'Creditors', of £30,010 (2010/11: £1,488). As well as subscriptions paid in advance, this figure also includes training courses and conference attendance paid for before the financial year end.

In other areas, the successful 2011 conference produced a healthy surplus, and there was also a considerable uplift in income from training courses run for members/associates. Income from training for external clients suffered this year following the loss of dedicated staff resources and a consequent reduction in promotional efforts. We also again suffered from a greatly reduced level of investment income as a result of low interest rates.

On the expenditure side, our salary-related and freelance expenses both fell, primarily reflecting the loss of both our executive secretary and our freelancer who had been looking after in-house training, conference

sponsorship, and PR and marketing support. There were increases in postage, office expenses (capital expenditure), bank charges (credit card fees) and directors' fees. We also incurred costs following an unexpected office relocation. However, it should be noted that, for many of our cost categories, expenditure remained stable or actually fell as a result of prudent cost control. Overall, our administrative expenses fell by 5.21% compared to the previous year.

As mentioned above, our income (turnover) for the year – from a range of different sources – rose, but this increase was quite small (4.84%) after allowing for the adjustment made for income received in advance (see above). However, this small increase was sufficient given that our administrative expenses fell by 5.21%, even after further substantial investment was made in the Society's new database, including the introduction of more online services.

Further expenditure will be incurred in 2012/13 as additional online membership services are added to the existing range.

Substantial underspends on staff salaries together with sizeable non-recurring capital costs (2011: database purchase), resulted in the Annual Accounts showing a surplus for the year of £12,826 (2010/11: £1,036 loss). In addition, our accumulated reserves are healthy and remain available to improve and develop the Society's work as required.

The financial year 2012/13 will bring new challenges and added financial pressures following increases in postage rates of 40%, a large increase in rent following our unexpected office move, and increased staffing costs. Given these pressures, we are continuing to exercise prudent cost control and to develop new income-generation activities, as well as seeking to increase our membership numbers. However, if these efforts are unsuccessful, it is likely that we will suffer a substantial loss in 2012/13. In the circumstances, we need to look at an upward revision in our subscription rates.

Details of the proposed subscription increases will be discussed and proposed at the AGM.

## membership

**sarah patey**

On 12 July 2012 there were 1,460 individuals in the Society:

<i>Grade</i>	<b>2012</b>	<i>2011</i>
Advanced	<b>278</b>	267
Ordinary	<b>368</b>	350
Associate	<b>814</b>	724
<i>Total</i>	<b>1,460</b>	1,341

As in the past, the number of advanced members has grown, and this year the drop in ordinary membership has reversed. Both of these facts are most encouraging, and overall numbers have grown by nearly 10%. Targeted emails sent out last year to encourage upgrading have borne fruit, and the council will continue to encourage both associates and ordinary members to upgrade as a sign of increasing professionalism and competence.

The online services are now mostly in place, and have been well received. Booking for both training and conference was rolled out in March. Helen and Bridget have worked very hard in the office, bedding in the new systems and ensuring that things go smoothly for all users. At the time of writing, we hope within the next few weeks to enable those who advertise in Associates Available to manage their own entries and appearance in this privately published list, and the same will happen for members with entries in the publicly available *Directory of Editorial Services* over the next few months.

The winner of the first Judith Butcher Award (JBA) will be announced at the AGM this year. Warm thanks are due to the JBA sub-committee who have worked hard to establish criteria and systems for what will now be an annual process. The number of nominations received this year was perhaps a tad disappointing, but the shortlist of excellent nominees was enthusiastically welcomed, as I'm sure the winner will be. We trust that the growing list of JBA winners over the years ahead will illustrate the variety, talents and generosity of our membership.

At the conference in Oxford in 2011, John Woodruff and Rod Cuff offered – and I gratefully accepted – to head up a working party to take a root-and-branch look at the way in which the Society is structured and how it might achieve significant growth and an increased profile within the industry. Terms of reference were agreed with the council over the next few months, and volunteers were invited and responded generously. The core group of the Membership Working Group (MWG) – which represents a range of experience, length of time in SfEP and expertise – met for the first time in June 2012. Further volunteers will be invited to carry out discrete tasks as and when appropriate. The MWG will be undertaking a variety of thorough investigations: within the Society, they will conduct surveys and interviews of groups and individuals; outside it, they will be seeking the views of major publishers and non-publishing bodies on how they might wish us to change or extend what we already do. The MWG will also be consulting other professional bodies, both in the UK and abroad, on how they have faced similar challenges in a changing industry and climate. Any recommendations arising from the MWG's findings will, of course, take account of what the SfEP is able to do within its present resources, while aiming to grow the Society and therefore increase both its future resources and the professional standing of its members.

## local groups and regional development

**pat baxter**

There are now around 30 local groups throughout the UK, and while four of these are currently inactive, the remainder are thriving. The total includes two in Scotland, three in Wales and one in Northern Ireland. The East Midlands group came under threat of closure, but was saved at the eleventh hour when a new volunteer coordinator took over, and is now back on track.

Five new groups have been formed during the year – Hertfordshire, Manchester, South Warwickshire, Bedfordshire and York – two more than were formed during the previous year. As a result of altering its boundaries, the Southampton group changed its name to South Hants.

I would like to thank all those who give their time to organising local activities, particularly the local group coordinators. To keep up to date with information about local group events, see the monthly notice available through SfEP Announce and on the website. If none of the existing groups suits you, or you would be interested in filling one of the vacant coordinator posts, please do consider getting involved (see guidelines on the website).

The North and East Scotland group is the latest to plan to create its own website, and it is hoped that more groups will adopt this process as a way of promoting their own members within their local areas – comprehensive guidelines and help are available. The Manchester group is pioneering the use of Twitter for publicising SfEP members and associates locally – we watch with interest to see how this takes off.

A joint event between the York and West/North Yorkshire groups was arranged during the year, and more inter-group meetings for training purposes are being encouraged and indeed happening. Enquiries from members and associates in Europe resulted in the setting up of a new 'virtual' international group, linked by its discrete email list, with hopes that this will continue to expand.

Several interesting consultation exercises, centring on how local groups can be encouraged, revitalised and marketed, have taken place during the year. The topics investigated included website directories for individual groups (number of groups steadily growing); identifying specific members of long-standing experience to be on hand to help new associates with queries (formalising an *ad hoc* system already working well was not generally favoured); and procuring statistics on numbers and meeting habits of groups (to help inform Dave Owen's article in *Editing Matters*). We are also currently monitoring the use of Twitter by the Manchester group with a view to establishing a policy and guidelines to expand this to other groups. Such consultations will be ongoing throughout the coming year in an effort to increase membership and promote the groups.

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## professional development

**sara peacock**

This year has been a very busy one for those dealing with membership upgrades, as record numbers became ordinary and advanced members of the Society. The panel assessed applications from 86 associates and members in the year March 2011 to February 2012, resulting in 51 new ordinary members and 27 new advanced members. This is more than twice the number assessed and admitted the previous year, which I believe shows a strong desire among our membership to improve their professional standing and demonstrates their commitment to continued learning and development. This has obviously meant an enormous amount of work for the SfEP office staff and the (anonymous) Admissions Panel, and I would like to take this opportunity to thank them all for their excellent efforts. In particular, I should like to express to the Admissions Panel the gratitude of the Society for continuing to be scrupulous in their efforts to judge applications fairly and impartially.

There are still a few applications that are delayed in the process, and this is often because proposed referees do not respond to requests from us for a reference. Prospective applicants are reminded to read the application forms and supporting documentation very

carefully, and to verify beforehand that clients are willing and able to act as referees.

The panel will be contributing further to the Society during the coming year as they will be involved, still anonymously, in the ongoing discussions with the Membership Working Group to offer their perspectives on the upgrading process.

Having had such impressive growth in the numbers of people attaining ordinary and advanced membership, we will now work on encouraging our more advanced members to apply for and obtain the City & Guilds licentiate status, the LCGI.

Three members of the Society proved their proofreading skills were of the highest standard by passing the accreditation test, and they are to be congratulated on this achievement.

The SfEP recognises the importance of continuing professional development as part of its commitment to raising editorial standards, and understands the difficulties some more experienced editors face in finding appropriate learning opportunities. As part of our efforts to meet this need, in May 2012 we ran a professional development day in London for editors working in the field of legal publishing. The event was well received, and so we plan to run a similar event next year for editors from a different field of publishing.

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## mentoring and tests

**gerard hill**

This year the Society has paid half the cost of mentoring for 17 people and would like to pay for more mentees. Too few members and associates exploit this chance to widen and deepen their experience of real-life proofreading or copy-editing. There is now a web page of mentoring FAQs.

In the light of feedback from the Admissions Panel, the way that upgrade points for mentoring are allocated is to change. Mentoring is not a test, but in the past, a few mentees – between 1% and 2% – clearly did not have what it takes; a few more were borderline cases. In future, a mentee will receive up to 10 points based on the mentor's view of five criteria: literacy, accuracy, mark-up, judgement and being businesslike. The best mentees will still get 10 points.

We expect soon to offer specialist mentoring on legal texts and, later, on biomedical material. To improve access to mentored copy-editing, the successor to the 'Copy-editing Problems' course is being developed as a distance-learning course plus assessment.

The online proofreading self-test has been licensed for use in a workshop for Dutch translators. The program used to create it is now employed for our membership surveys. In response to an approach from a publisher, SfEP has commissioned realistic on-screen editorial tests, designed for automated marking. Since we found no program able to do this, suitable software is now being developed for us. This is to be used first on a simple test of good English.

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## training report

**catherine booth**

This year has seen a vast increase in our regional training programme, with courses offered in Taunton, Birmingham, Manchester, Cambridge and Belfast, alongside our more established venues of Glasgow, Edinburgh, York, Bristol and London. We know that the

availability of local training decreases travel costs and makes training more accessible to a wider audience, and we continue to welcome requests for training from local groups. My thanks go to all those who have been involved with setting up training in new areas. I would also like to express my appreciation for the work of all those involved in arranging and tutoring our courses, without whom I would be unable to report such success.

Another way to cut down on travel costs is through distance learning. With this in mind, the SfEP's first distance-learning course will become available this autumn. This will replace 'Copy-editing Problems' as an entryway to mentoring, and will feature optional sections on humanities and STM editing to reflect the specific interests of students. In addition, all students will complete exercises in various subjects and formats, including examples that might come from non-traditional publishers to reflect the changing face of editing.

Mindful of the need to improve access to continuing professional development for all members and associates, we are also actively investigating options and potential partners for distance-learning courses.

The availability of online booking and active promotion of our courses, with emails targeting people within postcode areas and marketing to local publishers where our courses are being held, have led to a rise in the SfEP's income from training. To build on this success, the council has approved a £10,000 training fund, which will be invested in new course development.

The first benefit of this will be a new 'Introduction to Proofreading' course, which we aim to roll out this autumn. The old 'Introduction' course has done a tremendous job in bringing new proofreaders into the field over its long life, and we hope that the new course will continue this sterling work. People taking it should expect to see less of a focus on traditional publishing, to reflect the changes in our industry. Students will now be introduced to onscreen proofreading, in addition to the BSI marks.

In-house training is continuing to do well, despite the lack of a staff member actively promoting this offering. We have conducted training for several new and returning clients, including the University of London, the British Standards Institution and UK Payments.

## conference

### lawrence osborn

For our 22nd annual conference we returned to St Catherine's College, Oxford (25–27 September 2011). The conference organising committee comprised the conference director (Lawrence Osborn), the executive secretary (Justina Amenu) and two members (Kathleen Lyle and David Penfold). The conference theme was 'Skills, freelancing, Education, Practice', and the conference included the usual good mix of onscreen and paper workshops.

A total of 137 delegates attended the conference. This represents a 55% increase relative to the numbers that attended the Glasgow conference (despite the increased cost of the conference and continuing economic uncertainties). This reflects the popularity of Oxford as a venue and the fact that, for the majority of SfEP members and associates, Oxford involves less travelling than a venue such as Glasgow.

This year 36 delegates attended conference for the first time (only 2 more than in 2010, making the proportion of first timers lower this year). There were 13

corporate delegates (compared to 6 in 2010 and 11 in 2009). This is a slight improvement on previous years, but we still need to do more to attract corporates.

The Whitcombe Lecture was delivered by Angus Phillips, director of the Oxford International Centre for Publishing Studies. His talk was entitled 'Sitting by Nellie' and was an enjoyable and informative insight into the ways in which publishing education has changed in the past couple of decades.

The feedback forms indicated that the conference programme was once again well balanced. The overall pattern remained the same as in 2010, with 11 workshops (one less than usual because a workshop leader was taken ill), 3 seminars and 6 shorter 'something for everyone' sessions covering a wide range of topics.

One of the key features of the conference is to provide opportunities for networking and socialising. These included a pre-conference tour of the Bodleian Library, which was rated a success by the 20 people who took part. The SfEP Linnets gave us an excellent performance before the banquet, David Crystal once again gave us a very entertaining after-dinner talk and the evening was rounded off with music and dancing in a room next to the bar, courtesy of Inflatable Buddha.

As before, the venue was very popular with delegates. I'm sure many of us will be looking forward to another return visit before too long.

## internet

### nancy duin

This was, to some extent, a year of consolidation. With the database well and truly bedded in, we were able to extend our services to online booking – of training courses, the legal professional development day and the conference – in addition to the ability to join and renew individual subscriptions online.

As well as carrying out constant iterations (edits) of the site and updating as and when required, I've created a new 'Best practice' section that contains the code of practice and useful information on contracts and terms & conditions. The 'About us' section has been completely revamped: here you'll find details of how the Society and its council work, plus new pages on our honorary members and the new Judith Butcher Award. And you can now see what everyone looks like on the Tutors page.

I hope that, by the time you read this, the new SfEPLine combined forum/email list will be up and running. We have been testing this for some months, trying to make sure that it will work as well as it can right from the beginning. Unfortunately, it's still impossible for people to create and update their directory entries, but this should happen within the next six months.

Google Analytics is a wonderful resource. Here's some of what it says about the SfEP website. In the last year (from 6 July 2011 to 5 July 2012):

- 109,822 individuals ('unique visitors') made a total of 189,332 visits to the site; 56.34% of these people were new visitors.
- Our visitors looked at an average of 3.41 pages and stayed on the site for an average of 3.15 minutes – both good statistics.
- Most visitors from the UK concentrated on our training pages, then (in order of popularity) the Members' area, suggested rates and the directory.

- The site was visited most heavily (4,845 visits) between 26 February and 3 March 2012, when members and associates undoubtedly took advantage of the new ability to renew their subscription online. This proved to be a big success.
- During the last year, most visitors came to us via search engines: overwhelmingly from Google (108,793 visits), but also Bing (2,283) and Yahoo (1,459). About a quarter (22.21%) came as a result of links from other sites, the most common being TeleRead (which promoted the proofreading test on our home page), Facebook and Wikipedia.

The website brings in a small amount of money to the Society. In the last financial year, we earned £828 from Amazon, resulting from the membership ordering books and other things from that company by clicking on the link on our home page. The other link, for Viking, brought in £125. These contributions more than paid for the small amount – £61.21 – we spent on Google AdWords, which helps to drive traffic to our directory.

This is my last report as internet director as I've been in post for the maximum eight years allowed. I'd like to thank everyone who helped me during that time, especially my two chief webspinners John Marsden and John Espirian. Thanks also go to the other webspinners, Gordon Hooper and Geoff Kembell-Cook; the SfEPLine moderators: Nancy Boston, Pat Winfield and Averill Buchanan; and Rod Cuff, the directory manager, who is also retiring this year (after a decade-long stint). I've very much appreciated the efforts of the fabulous SfEP office staff and all the members and associates who have volunteered to carry out small and large tasks, all of which helped me and enriched the website. I've really enjoyed having the site as my 'sand box' – I've learned a lot and I hope the Society has benefited from that.

The future of the website – and indeed the SfEP's entire communications strategy – is very much in flux. I see the site becoming the hub of that strategy, but with social media becoming increasingly important. Watch this space!

## webspinning team

**john espirian, gordon hooper, geoffrey kembell-cook**

John Espirian is our head webspinner and is responsible for the many refinements and larger changes that have their origins in the obscure code and back-end of the website. These have included:

- testing our new online booking system (hosted by Dataware), logging numerous defects and suggesting feature improvements along the way
- producing a user interface for starting the booking process, so that the entry point would be controlled by SfEP
- restyling the Sage Pay payment screens, which are presented whenever a user proceeds to pay for an online service
- building and testing a long-term replacement for the Yahoo! Groups version of SfEPLine that includes a forum
- adding a site-wide search field to the main SfEP website, and a more specific search field within the Members' area

- displaying the latest update to SfEP's Twitter account on the main SfEP website
- adding the ability to 'Like' SfEP pages on Facebook
- creating a unified archive of all of SfEP's logos
- changing the directory's search engine so we no longer have to pay to subscribe to a third-party search provider
- migrating the main SfEP website and email accounts from NetBop to zzhosing, so we now have a wider range of features available to us for a much lower yearly fee.

Future work will include testing and release of an online shop, an improved directory that can be updated by users, an SfEP blog and a redesign of the entire SfEP site.

More routine work has been carried out by Gordon Hooper and Geoff Kembell-Cook. Gordon faithfully updates the local groups calendar every month and generally keeps an eye on that part of the website, as well as updating areas more concerned with his other 'hat' of finance director.

Geoff has been updating the site map and the *Editing Matters* index (from entries supplied by ace indexer Christopher Phipps), both tasks being carried out twice a year. Unfortunately, Geoff has had to bow out owing to a large project of his coming to fruition, so we will be looking for a replacement – please let the internet director know if you're interested.

## sfepline moderators

**nancy boston, pat winfield, averill buchanan**

SfEPLine currently has 916 subscribers, up 110 on last year, although only a fraction of them are active posters. Posts average 853 per month (28 per day), a slight increase on last year's activity.

Nancy Boston, Pat Winfield and Averill Buchanan continued as moderators of the site on a weekly rota until May 2012 when Averill had to step down owing to pressure of work. Nancy and Pat now act as moderators on alternate weeks. We would like to thank Averill for the excellent support she gave to the team over the last 18 months. The frontline moderating team continues to be supported by Gareth Haman, Chuck Brandstater and Nancy Duin when necessary.

Recurring issues include: use of the Line for self-promotion; problems with Yahoo when people try to change the frequency of receiving posts from Individual/Daily digest/No mail; disagreements over rates of pay; and people posting messages to the Line that are intended for a specific individual or for another group entirely.

## directory manager

**rod cuff**

In July 2012, the *SfEP Directory of Editorial Services* contained 509 entries (a 10% growth over 12 months). Of these, 266 were for ordinary members and 243 for advanced. Within the previous year, about 40 ordinary and 20 advanced members took out an entry for the first time – double the new-entry rate of the year before.

For the last half of 2011, there were on average about 130 searches per working day, the same figure as for the previous year. At the turn of the year, we changed the underlying search engine from FreeFind to Zoom (from Wrensoft) to give ourselves more control over how searches could be conducted. Unfortunately, owing to a misunderstanding on my part, the search statistics for the next six months weren't kept (though there's no reason to suppose they would have changed significantly). This was remedied in early July, and Wrensoft's analysis suite should enable us to analyse future traffic in greater depth.

The annual optimistic forecast that members will soon be able to update their own entries really does look as though it will bear fruit within a matter of months. This happy news coincides with my realisation that I've been managing the directory for an entire decade, and I feel it's now time for a new manager to handle the transition and to keep a cautious eye on how the directory subsequently evolves. Consequently, in July I passed the role back to my boss of the past five or so years, Nancy Duin, who will hold the reins until a new manager is appointed.

I'd like to take this opportunity to thank the many hundreds of members whom I've (usually!) had the pleasure of dealing with in this role, as well as to express heartfelt thanks to Nancy and to John Espirian, and particularly to Helen Martin in the SfEP office for her help over many years.

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## marketing and pr

### helen stevens

The past 12 months have been a challenging time for our marketing and PR efforts. Lillian Avon, who supported our activities on a part-time basis during 2010–11, left to take up a full-time post in summer 2011, and this has left a significant gap. However, our expanding teams of volunteers have continued to put in a great deal of hard work, and this has helped us to maintain and develop various initiatives.

Social media channels – particularly Facebook and Twitter – continue to play a significant role in how we raise the Society's profile (both nationally and internationally), publicise its activities and engage with potential members and clients. At the time of writing our Twitter profile has almost 2,000 followers (up from 500 in July 2011). Pat Winfield and Averill Buchanan, who established the Twitter account and worked hard to develop it during its first year, stood down in May. We have a new Twitter team consisting of volunteers Sue Browning, Gareth Haman, Betti Moser, Anna Sharman and Richard Sheehan. Our Facebook page has over 5,000 followers (up from 500), and it too is being run by a team of five volunteers – namely, Sally Fildes-Moss, Dan Harding, Jayne MacArthur, John McCarten and new recruit Ruth Burns (who replaced Averill Buchanan on the team in May 2012).

This year we have used LinkedIn adverts for the first time, to publicise the SfEP legal professional development day in May. We also used targeted email lists to promote this and other events. We have again

relied on the numerous volunteers who have been willing to give up their time to search out contact details for these email lists, to enable us to direct our publicity more effectively.

One-off initiatives have included the publication of a long article in BookBrunch (the publishing website and daily news service); representation of the society by volunteers at two medical communication careers events; and disseminating information on the office move, including ensuring that our new address has been updated on third-party websites.

Several new projects are under way, including promoting the SfEP directory on publishers' websites. Various others are planned for the future, such as increasing our presence on LinkedIn, starting an SfEP blog, introducing an e-newsletter and working with other directors to increase the engagement of all our members and associates in the Society's activities.

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## publications

### gillian clarke

Our magazine, *Editing Matters*, continues to inform, educate and entertain under the excellent editorship of Hazel Reid and her team of Rich Cutler (copy-editor, designer and typesetter) and Rod Cuff (proofreader). We are very grateful to everyone who contributes to the magazine – whether from time to time or on a regular basis. And it is always good to receive interesting articles without asking for them!

The revision of *Ensuring Editorial Excellence*, the SfEP code of practice, was completed under the leadership of Michèle Clarke, working with Penny Williams, Nancy Duin and Naomi Laredo, with additional comments from Joe Laredo, Francis Follin and Tom Davis. This document is well worth reading, especially as we are all bound to operate under its guidance!

The sixth SfEP guide was launched at the 2011 conference: *Editing into Plain English: Working for non-publishers* by Sarah Carr. It is of great help to anyone interested in this line of work, which could well be more profitable than working for 'traditional' publishers. The guides cover a variety of subjects, from *Starting Out to Developing a Marketing Strategy* and *Editor and Client*. Although most are aimed at the membership working with publisher clients, *Your House Style* and *Editing into Plain English* can easily be used for many other organisations producing publications, whether on paper or electronically. The seventh in the series will be promoted at the 2012 conference: *Editing Fiction: A short introduction* by Imogen Olsen. For information about all the titles and how to order them, go to [www.sfep.org.uk/pub/gen/br/business/sfep\\_guides.asp](http://www.sfep.org.uk/pub/gen/br/business/sfep_guides.asp).

Having to move the Society's office prompted the council's decision to rebrand the SfEP's 'appearance' so that we present a single, cohesive face to the world. It must be thought through carefully, to achieve a professional yet attractive look that will meet the needs of our many publications, be they on paper or on the website.