
Report from the Chair

Wendy Toole

In my second and final year as Chair of the SfEP I have been supported most ably by Vice-Chair Sara Peacock. Having Sara there to share concerns and ideas with has made a busy and often stressful year much more bearable. Indeed, Sara has taken on so many of the burdens that have come the council's way over the past 12 months that I have no doubt that she will sail into next year, as chair, effortlessly. I shall, of course, provide Sara with my full support and any help I can following the handover.

As well as stresses, we have had many happy events in the past year, including two new arrivals: Josie Davies, who joined us in November 2012 as part-time administrator, and Lillian Avon, who after periods of maternity cover and freelancing for the SfEP in the past joined the permanent staff as development manager in June 2013. With Helen Martin and Bridget Buckle both into their second decades with us, we now have an enviably strong team in the office to carry the Society forward.

This time last year, six new directors joined the council. During the year, Richenda Milton-Daws stood down for personal reasons and Liz Jones was co-opted to take her place as professional development director. Gordon Hooper stood down as finance director at the end of 2012 and John Bowdler was co-opted to this role. Both Liz and John will be standing for election at the 2013 AGM. Sarah Patey (membership director) is retiring at the 2013 AGM after six years on the council, and Tracey Cowell (marketing and PR director) and Sonia Cutler (conference director), who both joined the council in 2012, are also standing down. I would like to thank these retiring directors for all the hard work they have done for the Society. I am standing down at the 2013 AGM after five years on the council, during which time I have acted as professional development director, vice chair and chair. I would like to express my gratitude to directors past and present for their camaraderie and support during the time that I have been on the council.

My aspiration when I became Chair in 2011 was to make SfEP better known in the wider world of editing and publishing, and in the past year in particular we have indeed been 'out there'. I was particularly delighted to be asked to give a presentation at the 'The Literary Conference: Writing in a digital age', in June 2013, on the various editorial services that authors might want to commission at different stages. After I stand down as Chair I shall continue this endeavour, beginning with a talk in October 2013 to MA Publishing students at UCL on copy-editing and proofreading.

When my predecessor as SfEP Chair, Sarah Price, stood down in 2011, she wrote in her final annual report: 'My feeling is that a professional body of the size and standing of the SfEP shouldn't be run by volunteers. The responsibilities that council members are expected to take on by becoming officers of the Society are above and beyond those that volunteers in other organisations shoulder. I think the Society should now be looking to move to a more "joined up" model where those in positions of responsibility are paid, and volunteer council

members serve in an advisory capacity.' Since Sarah wrote these words the Society has grown and so has the workload of the volunteer directors. I agree with Sarah that the Society's management structure needs careful consideration as the SfEP continues to expand its scope and ambitions.

The next few years will be exciting times for the SfEP, with many new initiatives under way and in the pipeline. I shall look forward with interest to future developments.

Vice-Chair

Sara Peacock

I took over the role of Vice-Chair at the 2012 AGM, and was promptly thrown in at the deep end when our Chair, Wendy Toole, was taken ill and wasn't able to lead the closing session of the conference. My job description for the year has included personnel and strategy coordination, as well as various tasks that don't 'belong' to any particular director (such as preparing the documentation for council meetings). I have thus been involved with staff appraisals, as well as the recruitment of our new part-time member of staff, Josie Davies, who is proving to be a very valuable addition to the office team.

I have also led the search during the year for two replacement directors: a new Finance Director to replace Gordon Hooper, who had planned to step down from Council at Christmas 2012, and a new Professional Development Director, to replace Richenda Milton-Daws, who unfortunately had to step down for family reasons. While Richenda was indisposed, and before Liz Jones joined the team, I also resumed Professional Development duties, to fill the gap.

In April 2013, I took the opportunity to visit the London Book Fair and had meetings with editorial controllers from a number of academic publishers, of varying sizes. The conversations were very interesting and constructive – I have written a report for *Editing Matters* to share some of the information gleaned. I hope to be able to repeat the procedure again next year, with publishers from different sectors (e.g. educational, trade).

When I took on the role of Vice-Chair, it was with the understanding that I was not necessarily obliged to take over as Chair. However, over the year the challenge began to appeal to me more and more, and I am very much looking forward to the new role. Wendy Toole will be a very hard act to follow. She has done an absolutely marvellous job of promoting the SfEP out in the wider world, and has led the council with admirable good humour. Exciting times lie ahead, with the report of the Futures Group into our membership structure under active discussion and the launch of online SfEP courses already under way, and it will be a privilege to work with the council team to bring these to fruition.

Finance

Report for the financial year ending 28 February 2013

John Bowdler

While the balance sheet continues to be healthy, the Society has taken on two extra staff. Although this, of course, means extra costs for the Society, Lillian's specific remit is to develop the Society and she is making good progress. Josie has been an asset in her administrative role and the directors have happily confirmed her appointment.

The economic environment remains challenging, although there have been some positive signs. Bank interest increased by £2,503. In the meantime, directors are working hard to develop the Society. Extra funds have been set aside in various areas, including training and marketing.

The Society's retained surplus has increased substantially on last year. The total on page 3 of the financial statements shows that last year the figure was £12,826; this year, £38,172. This is partly because Subscriptions income was £17,499 more than expected; Gross Salaries and Training/Training Development cost £21,704 and £11,652 less than provided for.

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

As mentioned, subscription income grew on the previous year by 19% to £177,955. There are no direct expenses to be removed from Subscriptions. However, after the removal of expenses, In-House Training income grew (up 56%), while Courses and Annual Conference were down by 30% and 27% respectively.

On the expenditure side, Directors' Fees increased. This is largely due to increased activity. For example, developing the new online training courses requires meetings with Nelson Croom, who are based in London.

Salary expenditure was down by 30% on the previous year. However, with Josie replacing Justina and Lillian brought in as Development Manager, this is expected to rise from £58,296 to £89,390 this year.

Rent was up following our move to the new office. Website costs and Unrecoverable VAT were also up. We can only recover VAT which relates to training course expenses, so the more training costs we have the lower this figure is likely to be.

There was no figure for recruitment costs in 2012 and we can expect minimal recruitment costs this year. The cost of Freelancers/Temporary Staff and of Database Expenses were down.

Our total income rose from £185,513 to £212,252 (+£26,739), while our Administrative Expenses rose by only £3,896.

In view of the economic climate, we decided to increase our fees by a minimal 1.8%. However, we may need to increase our rate more substantially at the next spending round.

Membership

Sarah Patey

On 18 July 2013 there were 1,628 individuals in the Society:

Grade	2013	2012
Advanced	298	278
Ordinary	374	368
Associate	956	814
Total	1,628	1,460

The increase in the number of advanced members is particularly marked (11 last year, 20 this year), which is most encouraging. Ordinary member numbers have held up too, which suggests that equivalent numbers have been upgrading to ordinary. It is good to see our members and associates working to demonstrate professionalism and competence, and choosing to remain in an organisation that not only offers appropriate professional development but also works to promote the membership's expertise to appropriate sections of the market.

The Judith Butcher Award (JBA), awarded for the first time last year, went to Lesley Ward, whose commitment to the SfEP from its earliest days helped form some of the Society's key features. We look forward to the announcement of the second winner at the AGM this year.

The membership survey carried out in November 2012 yielded much useful information that is being taken into account by directors for the work in their different portfolios. A major outcome of this has been the launch of the online version of Introduction to Proofreading, and the prospect of a widening range of online courses.

Information from the survey was also carefully analysed by the Membership Working Group (MWG), set up by John Woodruff and Rod Cuff, which started on its mammoth task with enthusiasm and ... a long agenda. Unfortunately the group encountered difficulties, some circumstantial and completely unavoidable and some arising from the level of involvement the work demanded. In response, the MWG was disbanded and pared down to become the Futures Group (FG), consisting of the three most active members, Rod Cuff, Michèle Clarke and Ruth Durbridge – John Woodruff was struck by illness in early autumn 2012, but at the time of writing is hoping to edge back into the involvement he had intended. The FG has built on work done by the MWG and has submitted to the council some challenging ideas and proposals on matters to do with strategy and membership structure. The aim of the collaboration between the council and the FG remains both to increase the professional standing of SfEP members and to enable the Society to grow in membership and influence. I would like to record here my personal thanks to the members of the Futures Group for their extremely hard work, all done on an entirely voluntary basis.

Local groups and regional development

Sabine Citron

Local groups are the life and soul of the SfEP. Many of us would never have joined the Society if we had not been dragged along to a local meeting by a friend or colleague, or if we had not had the opportunity to hear other people relating challenges similar to the ones we face in our own working lives and coming up with useful solutions. Local group meetings are also a fantastic networking opportunity (the easiest way to network).

To date, we have 35 local groups, 32 of them active ones that try to meet regularly. A great development this year is that four new groups have formed (in some cases replacing long-defunct ones): Oxford, South Wales, Sheffield and the very latest, Bournemouth. Exeter, meanwhile, has widened its remit and become the Devon group. Many thanks to the people who volunteer their time and energy to set up and coordinate their local groups. Several groups have opted for joint coordinators, reducing the workload and the responsibility resting on any individual shoulders: an excellent idea. Interestingly, some of the new groups were set up by relatively new joiners and by associates.

There is potential for many more new groups to start up in various parts of the country. Now that the list of members/associates (in the members' area of the SfEP website) is sorted by postcode, this has become easier to accomplish than perhaps it was in the past.

A list of topics covered by all local groups over the last two years has provided ideas for other groups. After all, we all do similar work and encounter similar issues in our working lives (including backache and gaps in work availability). This list also shows the variety in venues, activities and frequency of meetings between different groups; there is no one-size-fits-all model to follow: local groups all have their own identities.

This year, the SfEP took a big step forward by replacing the outdated and fragile Yahoo! email system with forums. These include a dedicated forum for local group coordinators and forums for all local groups who would like one. Setting up all these forums, including passwords and permissions, proved more time-consuming than expected, but they are a great way of communicating quickly within a more restricted (and sometimes less intimidating) circle than SfEPLine, for example. Meanwhile, a few more avant-garde groups are exploring communication via Facebook or Twitter. And seven groups have opted for local group webpages on the SfEP website.

Editing Matters now features regular articles about various aspects of the life and birth of new groups, reflecting the central role they play in our Society.

Professional development

Liz Jones

I took over as Professional Development Director in March 2013. Sara Peacock, who had held the position before becoming Vice-Chair in 2012, helped me settle in to the role, for which I'm very grateful.

A great way of getting to grips with some of the issues that matter to members and associates is the

regular task of answering enquiries that come in (mainly by email) from people trying to navigate the upgrade process. I hope that some of the changes that may come as a result of the work of the Futures Group will help to smooth the path to upgrading for more members and associates.

In the year from March 2012 to February 2013 there were 73 upgrade applications, resulting in 37 new ordinary members and 15 new advanced members. These figures are down slightly on the previous year, but still show an encouraging desire among associates and members to demonstrate their commitment to training in the core editorial skills, CPD and maintaining a professional image.

Members of the anonymous Admissions Panel work diligently to ensure that these applications are dealt with fairly and efficiently, and the Society thanks them for their efforts, which are of course carried out alongside other editorial work. Members of the panel leave and new recruits join, but at any time a core group of experienced members remains to oversee proceedings and ensure continuity.

Five candidates passed the accreditation in proofreading test from March 2012 to February 2013, demonstrating that their proofreading skills are of the highest standard. Four advanced members were awarded the LCGI in Editorial Skills in the same period.

Following the success of the professional development day for editors working in legal publishing in 2012, I am planning a similar event for editors working in medical publishing, to be held in spring 2014 in Oxford. As with the legal professional development day, this is about offering experienced editors the opportunity to pursue CPD relevant to their chosen specialism, and also to network with colleagues and potential clients. If this is a success, I hope to organise similar days in future, perhaps for editors from other disciplines.

Mentoring and tests

Gerard Hill

Mentoring

This year 32 people signed up for mentoring, a welcome increase. Unfortunately for her and us, Anne Neville had to step down as a mentor for health reasons, but we were very glad to welcome Lucy Metzger onto the team. Mentoring is available anywhere in the world and, as of this year, so are the courses required to qualify for it, which are being relaunched as distance learning. Application should be online by the time this report appears. Work continues on developing mentoring on legal texts, with preparatory training.

Tests

A short, simple test of good (British) English has been created. It is to be trialled on the website once some intractable technical problems are resolved. Other tests are under consideration.

Complaints procedure

In 2012 it was noted that the Society had no procedure for dealing with complaints about a member or associate from a client. Council set up a small committee to devise a suitable procedure for both complaints and appeals, taking advice from an outside consultant on the committee's drafting. The result is text that goes step by

step through the two processes, specifying what can or must be done, when and by whom, with templates for all necessary emails/letters; the text is accompanied by two flowcharts, for complaints and appeals, which will help future members of council by removing uncertainty or the need to think the process through again. All this information will be uploaded to the public area of the Society's website.

The committee dealt with a complaint when the new procedure was still provisional/evolving and saw a need to take legal advice, which supported the committee's assessment and decision.

Training

Stephen Cashmore

I took over the reins of training director from Catherine Booth at the time of the 2012 AGM, and I am very grateful for the extensive handover notes she passed on to me. Without them, and without the generous help of the staff in Apsley House, I am sure I would have struggled a great deal more than I initially did.

The SfEP has embarked on a number of significant changes in its training provision during 2012/13. The revamped Introduction to Proofreading course, which was remarked upon in the last Annual Report, made its appearance toward the end of 2012, and has proved to be very popular. Other courses have had mixed fortunes: for example, the onscreen editing courses have done very well, but copy-editing courses have had disappointing take-up. More of that anon.

At the start of 2013, Lesley Ward, one of our most senior trainers, who taught a number of different courses, retired. This left the SfEP with a gap in its ability to deliver training and this, together with requests for courses to be held in different parts of the country, spurred us into a search for new trainers. An Announce asking for applicants elicited a good response, and after a structured assessment of all the applicant details (carried out by a sub-committee of the council), nineteen new tutors, scattered all over the country, were appointed. All these 'new' trainers are very experienced proofreaders, editors (and indeed trainers), but even so the scheme in place is that they sit in with an existing trainer when a course is run before they deliver the course themselves.

In parallel with this search for classroom-based trainers, the council has been working with Nelson Croom, a company that specialises in the provision of online learning, with a view to delivering SfEP courses online. Online learning is a form of distance learning, and the demand for it has been steadily growing. The SfEP office regularly receives queries from abroad about distance learning, and indeed it was a recurrent theme in the 2012 Membership Survey.

As a result of this collaboration with Nelson Croom, the new Introduction to Proofreading course has been turned into a distance-learning course and made available online. Meanwhile, Proofreading Problems, Copy-editing Problems and Introduction to Copy-editing have all been revamped and updated, and they too will appear online. These four entry-level courses have been renamed Proofreading 1: Introduction; Proofreading 2: Progress; Copy-editing 1: Introduction; Copy-editing 2: Progress because, together with Proofreading 3: Mentoring and Copy-editing 3: Mentoring, these new

names emphasise the structured nature of this suite of courses. We hope that this updated structure, together with the availability of online training, will increase the uptake of copy-editing courses.

The 2013/14 budget allows for two more courses to be uploaded during this financial year, and the likelihood is that these will be Brush Up Your Grammar, and a specialist course (still to be determined).

Creating online courses meant that we had to embark on another search, this time for distance-learning (DL) trainers. A test has been devised for would-be DL trainers, and this will be rolled out (and answers assessed) in tandem with the courses themselves being developed and put online.

The big push for online training does not mean that classroom-based courses have been overlooked. Going Freelance and Staying There has been updated and this course, together with Brush Up Your Grammar, will once more be delivered across the country, following a brief gap recovering from Lesley Ward's retirement. And because of the existence of more classroom-based trainers than ever before, these courses and the standard entry-level courses will be available in many more locations.

In short, there have been significant steps over the last few months toward improving and increasing the SfEP's training provision, and I hope to be able to report a much wider range of courses available online at the time of the next Annual Report.

Conference

Sonia Cutler

My year as conference director started with the evaluation of the 2012 conference which was held in York. York remains a popular venue for SfEP conferences and the 2012 one attracted a lively bunch of delegates. A total of 137 people, including session leaders and council members, attended the conference and 44 were first-time delegates.

Opinions on the accommodation and food varied. Many delegates were happy with both, while others commented that the rooms were too hot, the shower was too small or not working properly, the air conditioning was noisy, and so on. Generally speaking, the catering, gala dinner included, was found to be good, though again some delegates disagreed.

The feedback from York also highlighted the need for the very careful selection of syndicate rooms for Exeter and all conferences thereafter. (I have been working in close cooperation with the fantastic on-site conference team, Event Exeter, led by the highly capable Rob Court, to make sure that all the rooms hosting the workshops, seminars and other sessions are spacious, comfortable, ergonomic and customisable.)

Although many of the York workshops, seminars and something for everyone sessions were either well- or very-well-received, analysis of the feedback forms that were completed and returned revealed that members wanted future conferences to be enriched by more variety and new, stimulating topics delivered by industry experts.

Indeed, one of my key objectives for Exeter was to modernise the conference and inject new life into its programme. While each conference should value the input and role of those members who provide

workshops, seminars and other sessions (indeed we have several such members giving workshops, seminars and something for everyone sessions in Exeter), it should also bring a range of experts outside the Society's own expertise.

This year's conference web pages have been updated to show full biographies of our speakers for Exeter, which are now accompanied by short summaries of the sessions they are providing for us. This will hopefully make it easier for delegates to select workshops/seminars/something for everyone sessions. Visitors to the website can also view a document providing much useful information about the venue and its facilities; this is accompanied by a customised campus map.

The contents of the conference delegate pack are undergoing transformation and rebranding, and the conference feedback form has also undergone major restructuring in response to the feedback from York. I hope delegates will find it easier to express their feedback from Exeter onwards.

My first inspection of Exeter (Streatham Campus) was an overwhelmingly positive one. I cannot take any credit for selecting Exeter as the host city and Streatham Campus as the conference venue, and can only praise the decision made by my predecessor and his conference team. As a city, Exeter has everything a conference could need or want. It is a beautiful and historic city, yet one that has all the amenities of many larger cities. Streatham Campus was an inspired choice for the conference venue. It is a truly stunning, botanical campus, which mixes ultra-modern facilities (the Forum building is well worth a visit) and beautiful landscaping admirably well.

Having been handed such a good choice for conference venue by my predecessor, the next job was to come up with a suitable theme for the 2013 conference. A meeting with my conference team followed by further discussions that involved the Devon local group resulted in *Editing at the crossroads* being selected as the theme for Exeter. The theme reflects the huge changes in publishing that continue to face editors, proofreaders and allied professions. The programme bears this out by the inclusion of workshops on medical writing, indexing, project management and editing non-native English (to mention just a selection), and seminars on editorial consultancy, self-publishing, and open science and future trends in digital journals. In the something for everyone sessions, delegates can find out about setting up an office from scratch for £250, maintaining an ergonomic workspace and editing PDFs using PDF stamps. Technology is well catered for with sessions on InDesign essentials and PerfectIt. We have a post-conference course (An introduction to InDesign), as well as a pre-conference course on efficient copy-editing.

We have booked some fantastic keynote speakers for Exeter. Our honorary vice-president, David Crystal, is going to deliver the main keynote and I am sure he will do so in a highly entertaining and informative way. For the Whitcombe Lecture, we are very fortunate indeed to have Carol Fisher Saller, senior manuscript editor at the University of Chicago and author of the ever popular *The Subversive Copy-Editor* (and associated blog). Our after-dinner speaker is Michael Jecks, renowned author of historical mystery novels. The ever popular Linnets are going to entertain us with wit and music, while our after-dinner entertainment is provided by *The Cocktail Hour*.

They will be playing us through the night with a selection of jazz, latin and swing.

It has been an intense, sometimes difficult, yet rewarding year for me as conference director. I am very proud of what has been achieved with Exeter. I have no doubt that it is going to be a highly memorable and successful conference and I am very much looking forward to it. One final mention and a sincere thank you goes to our fantastic office staff, led by the multi-talented and indispensable Helen Martin. Their careful management of the logistics of the conference and of its registration process make things so much easier for its director. I would honestly be a little lost without their help!

Internet

Gareth Haman

Much of this year has seen considerable restrictions on activity owing to budgetary restraints, but nevertheless we feel much has been done. The SfEP forums continue to increase in popularity and four new specialist subject area forums have been launched (STM, Education, Fiction and Non-publishers). After a slow start, all are now in regular use.

Website incremental updates have been made as usual throughout the year. In addition, now we are in a new financial year initial investigations are underway with regard to a full redesign of the main SfEP website, as the design has not been changed in some time and the site is now becoming functionally limited and dated in appearance. As the 'shop front' of the Society, it is felt that the website should project a modern, professional image and therefore the investment in achieving this is well worth it.

Since last year we have lost one web team volunteer and have not had any luck in finding a replacement so far. This has meant that some non-urgent updates (in particular, the *Editing Matters* cumulative index) have fallen behind. We are also currently unable to update the popular membership map found in the Members' area due to a change in the terms and conditions of BatchGeo, the previously free service we had used to create the map. We are looking into alternatives and hope to be able to restore this service soon.

We continue to make a small amount of revenue via Amazon and Viking clickthroughs, though this has fallen in the last year (for the year March 2012 to February 2013 Amazon yielded £565, which was £310 below the projected income of £875; Viking yielded £78, which was £47 below the projected income of £125). In 2013/2014 we hope to increase our clickthrough yield by making greater use of the SfEP Showcase, which features the work of SfEP members and associates – much of it available to buy online.

Google Analytics data

In the year 5 June 2012 to 5 June 2013, the SfEP website saw 126,471 unique visitors and 220,962 visits in total (up from 109,822 and 189,332, respectively, for the same period 2011 to 2012). Of these, 55.61% were new visitors. Visitors viewed an average of 3.51 pages per visit (up from 3.41) and stayed for an average of

3.22 minutes (up from 3.15 minutes) – both improvements on already good figures. Just under 70% of visitors were from the UK, with US visitors second at 10.5%. The most popular areas of the site were once again Training and Membership. The most popular time of year was again Q1, when online subscriptions can be renewed. The highest number of hits on a single day was 1,171 on Tuesday 22 January 2013.

Interestingly, 11% of visits were from mobile devices, the vast majority of which were iPads or iPhones.

With the revamped site in place, we hope we can increase these figures again over the year ahead.

Web team

John Espirian and Gordon Hooper

John Espirian remains our chief webmaster and forum administrator. He is responsible for the many refinements and larger changes that have their origins in the obscure code and back-end of the website. This year his work has included:

- successfully releasing the new SfEP forums and associated mailing lists
- helping the forum moderators
- setting up private forum areas for the council, MWG and the membership upgrade committee
- test and release of online booking for the distance-learning courses
- created a blog for Conference.

John is currently researching the best approach for giving members the ability to create and maintain their own Directory entries, in conjunction with the Directory Manager.

More routine work was carried out by Gordon Hooper, who has updated the local groups calendar every month, added new local group web pages, maintained the list of local groups and their coordinators, and generally kept an eye on that part of the website. In addition, as well as updating areas more concerned with his previous role of finance director, Gordon also ensured that the pages detailing our many and varied membership benefits were kept up to date.

SfEPLine forum moderators

Nancy Boston and Pat Winfield

At the beginning of September 2012, SfEPLine migrated from Yahoo to the new forum structure, to everyone's great relief! Although the first few weeks were hectic for the moderators, who were also trying to learn how the new system worked, the majority of members transferred to the new system without much trouble. There was a little confusion about the purposes of the various new forums, but this was sorted out after a short while. The mailing list options also caused a few headaches, especially at the beginning when so many people were trying to sign up, but this has also settled down.

The forums currently have 996 subscribers, up by nearly 100 on last year, although only a fraction of them are active posters. Average monthly posts for the core forums are:

- SfEPLine: 623
- Off topic: 155
- Newbies: 95

- Marketplace: 55
- Macros: 40

Nancy and Pat act as moderators on alternate weeks for the main forums (SfEPLine, Marketplace, Newbies, Macros and Off topic). There are other special interest and local group forums, but these have their own moderators. The frontline moderators are supported by Gareth Haman, Chuck Brandstater and John Espirian when necessary.

There have been very few issues requiring moderator intervention this year, apart from continuing use of the forums for self-promotion and a few heated exchanges, and occasionally the moderators have had to move a topic from one forum to a more suitable one.

Using the mailing lists still causes a few problems, as posts edited on the forums are not sent out again and, unless suitably coded, links to webpages disappear from emails.

Directory manager

Nancy Duin

I took over from Rod Cuff as directory manager in June 2012. A year on, the directory's state is relatively unchanged.

At my first anniversary as manager, there were 472 entries, 37 fewer than the year before. This is obviously disappointing, but not quite as bad as first might be thought. Earlier in the year, following the renewal period in November/December, I was told to remove the entries of 85 members who hadn't paid up. So at that point, there must have been in the region of 525 entries. As there seemed to be quite a large number of deletions, I carried out an 'exit poll', emailing all those who were leaving the directory. Their replies were illuminating.

By far the largest group were those who had retired or were close to doing so. This is not surprising as the Society's membership profile has a 'bulge' in the upper age group and many of these individuals are now coming to the end of their careers. Of the remainder leaving the directory, a relatively few hadn't had any or enough work to justify the cost, a few had had too much, a couple were now working in-house, some had found the directory payment too high and others expressed a variety of reasons for not taking an entry, including maternity leave, writing a novel and 'ineptness and procrastination!'

Other interesting facts and figures:

- Of the 472 entries in the directory in June 2013, 232 are from advanced members and 240 from ordinary members.
- Of the 46 people taking entries for the first time, 13 were advanced members and 33 were ordinary members.
- There were about 93 searches by potential clients every day.
- The top 10 search words/phrases were: proofreader, crime, fiction, editor, copy editor, academic consultancy, academic, law, marketing, equestrian.

We are still trying to create a directory that gives entrants the ability to create and update their own entries. However, as we are further digitising the Society's administration, it has been proving difficult to find a computer program that will do all we want with the directory and work happily with the rest of the SfEP

database. Therefore, the membership will have to wait a bit longer but we hope it will be worth it. In the meantime, all entrants should feel free to get in touch with me at any time to update or radically change their entries.

It is disappointing that the directory has not grown more, the 'senior bulge' notwithstanding, and it would be a good idea for the Society to take positive steps to encourage more members to take entries. However, this will not be easy as the size of the directory is directly related to the number of people upgrading, to the importance placed by the membership in general on taking an entry and to the promotion of the directory to both members and potential clients.

Marketing and PR

Tracey Cowell

During the past 12 months our marketing and PR efforts have combined print-based methods (at events and conferences) with social media techniques to promote our activities nationally and internationally to a large audience.

We have distributed flyers (promoting the directory, SfEP benefits, our conference and the importance of editing and proofreading in the publishing process) at a range of high-profile events in the industry, including the London Book Fair, self-publishing conferences and at the Society of Young Publishers (SYP) conference. Where appropriate, the materials have included a discount code to help us track the success of this type of marketing activity. We have also sponsored a BookMachine event, negotiated discounts for SfEP members and associates at a number of events and had a presence at the 'The Literary Conference: Writing in a digital age' (presented by The Literary Consultancy).

Our social media team has gone from strength to strength under the able leadership of Helen Stevens (Facebook) and Averill Buchanan (Twitter), and through the hard work of our social media volunteers. At the time of writing (June), Facebook has over 8,000 followers (up from around 5,000 in July 2012) and Twitter has almost 3,000 followers (up from around 2,000). In recent months, we have been updating the LinkedIn SfEP company page regularly and this is already bearing fruit – at the time of writing we have over 800 followers. There are plans to further develop our social media presence – via LinkedIn and a blog – and to monitor activity more closely on Twitter by using Hootsuite to run the SfEP account.

We have continued to foster relationships with the SYP and the Society of Indexers (SI), and we hope to

strengthen our links with these and other like-minded organisations in the coming year. The recruitment of Lillian Avon as full-time development manager is already having a positive impact on our marketing and PR output and will be an enormous support for the marketing and PR team in the coming year.

Publications

Gillian Clarke

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, 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).

The seventh SfEP guide was launched at the 2012 conference: *Editing Fiction: A short introduction* by Imogen Olsen. It is a great eye-opener for anyone thinking that editing novels is a doddle! 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, *Your House Style* and *Editing into Plain English* can easily be used for many other organisations producing publications, whether on paper or electronic. The eighth in the series will be promoted at the 2013 conference: *Pricing a Project: How to prepare a professional quotation* by Melanie Thompson, along with a new edition of *Developing a Marketing Strategy*, re-titled *Marketing Yourself: Strategies to promote your editorial business*, by Sara Hulse. Information about all the titles and how to order them is in the Collective wisdom section of the website. Plans are under way to make them all available as downloadable PDFs as well as printed copies. An Announce will be posted when this is up and running.

Gordon Hooper, SfEP's former finance director, has been in charge of rebranding the Society's image in conjunction with Rich Cutler. Following the recent redesign of *Editing Matters*, only minor tweaks were needed to bring it into line with our new overall brand, and the vast majority of our printed matter – including the covers of the SfEP guides – now bears the new style, looking very smart and stylish.