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**Notice is hereby given that the Forty Fifth Annual General Meeting of the Society will be held at 7.30 p.m. on Monday 14th November 2016 in the Wolfson Lecture Theatre, Churchill College, Storey's Way, Cambridge to transact the following business**



### **Agenda**

- 1) To approve the minutes of the Annual General Meeting held on 16<sup>th</sup> November 2015.
- 2) Matters arising. To note that schools are being offered free membership, for a trial period.
- 3) To receive and adopt the President's Annual Report 2015 – 2016 (attached).
- 4) To elect/re-elect membership of Council. The following are proposed by the existing Council:

Sir David Wallace CBE FRS FREng *President*

Dr Ilesh Bidd

Dr Valerie Anderson *Vice-President*

Professor David Adamson

Dr Camilla Benfield *Secretary to Council*

Dr Robin Catchpole

Dr Eddie Powell *Honorary Treasurer*

Rod Kirkby

Andrew Shepherd *Programme Secretary*

Professor Lawrence Sherman

John Grieve *Visits Secretary*

Edward Briffa

Jane Baker *Outreach and Awards Secretary*

Dr Paul Coxon

Barry Thompson *Membership Secretary*

Professor Xiang Zhang

*Representative of University of Cambridge Science Festival and Festival of Ideas (ex-officio, in attendance) vacancy*

Alex Bates, representative of BlueSci (*ex-officio, in attendance*)

- 5) Council Officers:
  - a) To approve the appointment of Professor Sir Mike Gregory CBE FREng as President of CSAR from September 2017; see [www.ifm.eng.cam.ac.uk/people/mjg1000/](http://www.ifm.eng.cam.ac.uk/people/mjg1000/).
  - b) To seek suggestions for the position of Honorary Treasurer, to replace Dr Powell who will step down when a successor is identified, and for a Council Member, to replace Professor Adamson, from March 2017; please email [President@csar.org.uk](mailto:President@csar.org.uk).
- 6) To receive the accounts of the Society for the year to 30<sup>th</sup> June 2015 (attached, with the Scrutineer's Report).
- 7) To appoint a Scrutineer in place of auditors: Mr Robin Bligh has offered himself for re-election.
- 8) Any other business.

By order of the Council

Secretary to Council Camilla Benfield

3 November 2016

Private Individual Members and one representative of each Corporate Member are entitled to vote at this meeting.

*Honorary Membership will be conferred on Mr Robin Bligh in a brief ceremony after the AGM*

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**Minutes of meeting of the 44th Annual General Meeting of the Society held on Monday 16th November 2015, Wolfson Lecture Theatre, Churchill College, Storey's Way, Cambridge**

**Present**

Sir David Wallace FRS *President*  
Dr Valerie Anderson *Vice President*  
Dr Eddie Powell *Honorary Treasurer*  
Mr Rod Kirkby *Organising Secretary*  
Mrs Jane Baker *Outreach & Bursary Secretary*  
Mr John Grieve *Visits Organiser*  
Mr Barry Thompson *Membership Secretary*  
Dr Ilesh Bidd *Secretary to Council*  
Dr Nigel Bennée *Web-master*  
Prof David Adamson  
Dr Peter Forster  
Dr Richard Jennings  
Dr Richard Freeman  
Dr Robin Catchpole

And 76 members (+ Guests)

- 1) To approve the minutes of the Annual General meeting held on 3rd November 2014**

The Minutes were proposed by Ian Gardner and seconded by Michael Bright.  
The minutes were approved unanimously.
- 2) To receive and adopt the President's Annual Report 2014-2015.**

Sir David Wallace presented his annual report, a copy of which was circulated prior to the meeting and is filed with the accounts. Members adopted the report with appreciation.
- 3) To elect/re-elect membership of Council.**

The following members were be put forward for election/re-election (proposed by Barry Saunders and seconded by David Peregrine):

Professor Sir David Wallace FRS	<i>President</i>
Dr Valerie Anderson	<i>Vice-President</i>
Dr Ilesh Bidd	<i>Secretary to Council</i>
Dr Eddie Powell	<i>Honorary Treasurer</i>
Mr Rod Kirkby	<i>Organising Secretary</i>
Mr John Grieve	<i>Visits Organiser</i>
Mrs Jane Baker	<i>Outreach and Bursary Secretary</i>
Mr Barry Thompson	<i>Membership Secretary</i>

Dr Peter Forster  
Professor David Adamson  
Dr Richard Jennings  
Mrs Elizabeth Platts  
Dr Robin Catchpole  
Dr Richard Freeman  
Dr Nigel Bennee (Webmaster)  
Professor Lawrence Sherman  
Dr Dane Comerford      *Manager of the University of Cambridge Science Festival and Festival of Ideas (ex-officio, in attendance)*  
President of BlueSci (ex-officio, in attendance)

Council was duly elected with unanimous approval.

- 4) **To seek suggestions for successors for Council members whose term of office terminate at the end of the present year.** Dr Peter Forster, Dr Richard Jennings, Dr Richard Freeman and Mrs Elizabeth Platts will all complete their full term of office as Council members at the end of the 2015-2016 programme. The President asked for suggestions for nominations of members to succeed them. All suggestions are to be sent to Barry Thompson at [barry.thompson@enterprise.cam.ac.uk](mailto:barry.thompson@enterprise.cam.ac.uk)
- 5) **To receive the accounts of the Society for the year to 30<sup>th</sup> June 2015.** These were proposed by Barry Saunders, seconded by David Frape and approved unanimously by the members present.
- 6) **To appoint a Scrutineer in place of auditors. Mr Robin Bligh has offered himself for re-election.** Mr Robin Bligh was proposed by David Frape and seconded by Michael Bright. The proposal was approved unanimously by membership and Mr Robin Bligh was duly elected.
- 7) **Any other business.** Graham Milbourn raised the matter of the £100 membership fee currently paid by schools and questioned whether we would gain more young attendees if we removed the membership fee for all schools. He went on to suggest that CSAR could perhaps do more work with schools by arranging visits by lecturers to schools to raise awareness of the Society's work. The President thanked him for raising an important matter and assured him that Council will consider his suggestions at their next meeting.

## **Cambridge Society for the Application of Research**

### **President's Report 2015-16**

**Summary:** This year we have enjoyed another successful programme of events and visits. The Student Award Scheme was more competitive than ever and schools appreciate our links with them. The financial outturn is again satisfactory, with a modest surplus and increase in reserves. A new mobile-friendly website is now online, and we have for the first time been able to survey the views of members and participants. All of this is possible only through the generosity of sponsors, donors and members, and the voluntary commitment of Council members and supporters.

### **Public Engagement Events**

The Objective of CSAR as a Charity is to encourage an appreciation of the application of research. It does this through lectures, debates, and through the Student Award Scheme which includes Outreach to Schools.

- 1) Lectures and debates [www.csar.org.uk/lectures/2015-2016/](http://www.csar.org.uk/lectures/2015-2016/). Sixteen events were held. Three were joint events: the Larmor lecture with the Cambridge Philosophical Society; a debate jointly with the Cambridge Festival of Ideas; and "Meet the Authors" as part of the Cambridge Science Festival. Some events are joint with Cambridge Network, who advertise as appropriate. The lecture events at Churchill College attracted audiences of up to 220, and stimulated much discussion in Questions and Answers; the presentations are on the CSAR web site, whenever available from lecturers.
- 2) Visits [www.csar.org.uk/visits/](http://www.csar.org.uk/visits/). Three were made, to e-Go aeroplanes, to TWI at Granta Park and to Cambridge University Botanic Gardens and The Sainsbury Laboratory. They are limited to CSAR members only, and to a total of 30; they were extremely popular and are typically rapidly oversubscribed.
- 3) Outreach and Student Awards [www.csar.org.uk/student-awards/2016/](http://www.csar.org.uk/student-awards/2016/). With the support of our most generous donors, we were able this year to make six awards of £1000 to PhD students and two awards of £500 to PhD students in their first year, from the strongest field to date of 109 applicants. Student Award winners have the opportunity to make short presentations on their research at the start of a CSAR event, and are encouraged to become involved in the Society's Outreach Programme to local schools. The Vice-Chancellor again very kindly hosted a meeting with them and selection committee members. Three schools are partners in our outreach scheme [www.csar.org.uk/schools/](http://www.csar.org.uk/schools/). Following discussion at the AGM, we are now trialling free membership for schools.

### **Finances**

The Society is in a healthy financial position. The result for the year to 30th June 2016 was a surplus of £323, and an increase in total reserves from £24,864 (2015), to £26,050. This outcome was possible only with donations totalling £7,250 and Gift Aid recovery of £1812. The increased expenditure on the web site is largely one-off, reflecting the cost of the update (see below). One trend of concern is that both corporate and individual membership numbers have decreased; we will work to reverse this through improved communications (see below). The generous Microsoft Research Sponsorship of £5000 will be in the 2016-17 accounts following its entanglement in three banks, resolved, with deep thanks, by MSR and our assiduous Treasurer, Dr Eddie Powell. The accounts and scrutineers letter are in item 6.

### **2015-16 update**

- 1) Initiatives discussed last year are beginning to work well. We look to deepen the engagement with Cambridge Network and the Postdoc Society. Some attendees are now using the dining facilities in Hall at Churchill College before events and the Buttery bar

before and after; the College welcomes this and is very happy for us to encourage it further.

2) Communications:

- a) New website. The Vice-President, Dr Valerie Anderson, has led a major activity to update the website and to give a consistent corporate identity to communications. As part of our drive to attract a wider audience, the website is now mobile-friendly. We are also setting up generic email addresses for Officers, and do please contact me with any queries or comments at [President@csar.org.uk](mailto:President@csar.org.uk).
- b) Surveys and Feedback. Council member Edward Briffa has initiated online surveys of members and attendees. This is extremely helpful for Council, in enabling us to act on your views and preferences. 90 people responded to the survey of last season's events and visits, sent out in August and September. The results show that word of mouth has been the most effective disseminator about CSAR with all respondents saying that they are very or quite likely to recommend membership to a friend. Participants appreciate the parking and other facilities at Churchill. Most speakers were rated 4\* or 5\*, and visits were very much appreciated. We will seek to increase the number of wrapping-free biscuits! We are also inviting regular feedback after each event and visit, so that we can act on your suggestions as quickly as possible. We promise to keep these short and will monitor carefully that responding to requests does not become burdensome. Further details are appended.

**Acknowledgements.**

The success of the Society is utterly dependent on:

- distinguished lecturers who willingly give their time, in preparation and delivery of outstanding lectures, and in engagement with the audience;
- local research organisations who open their doors to the Society for visits;
- the unstinting commitment of Council members and others who organise the Society's activities in a voluntary way, with support only of expenses incurred. In particular we thank those who retired at the end of last session: Nigel Bennee, Peter Forster, Richard Freeman, Richard Jennings and Elizabeth Platts. Together they have given 40 years of service on Council in crucial roles;
- personal and corporate members who underpin the costs of running events; and
- donors who give most generously to this worthy cause.

I will be stepping down after three years of commuting from Edinburgh, and am delighted that, subject to AGM approval, the President from September 2017 will be Professor Sir Mike Gregory CBE FREng.

It is a privilege to present this report, and I offer my sincere thanks to all who make it possible, and to Churchill College for opening its facilities to us.

Professor Sir David Wallace  
[President@csar.org.uk](mailto:President@csar.org.uk)

November 2016

## CSAR 2016 AGM Audience research summary

1 November 2016

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### Two types of audience research

CSAR now conducts two types of online audience research:

- Annual end-of-season survey
- Immediate feedback after each event and visit

The aims of the research are to allow Council members to:

1. Produce the best possible programme of events and visits
2. Act quickly on suggestions for improvement
3. Broaden the age and gender appeal of membership

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### Annual survey: About CSAR membership

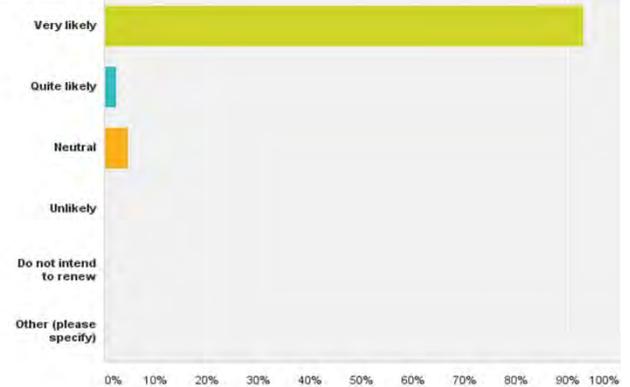
- 90 respondents to 2 emails sent Aug and Sept 2016
- The core CSAR audience is predominantly male, aged over 60, arrives by car, enjoys tea, coffee and biscuits beforehand and sometimes likes a drink afterwards.
- The core audience is very happy with CSAR, likely to renew its membership and to recommend CSAR to others
- Just 2 students member replied.
- Nearly half of members joined through word of mouth .
- 20% of personal members joined CSAR in the last 2 years

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### Q7: How likely are you to remain a CSAR member?

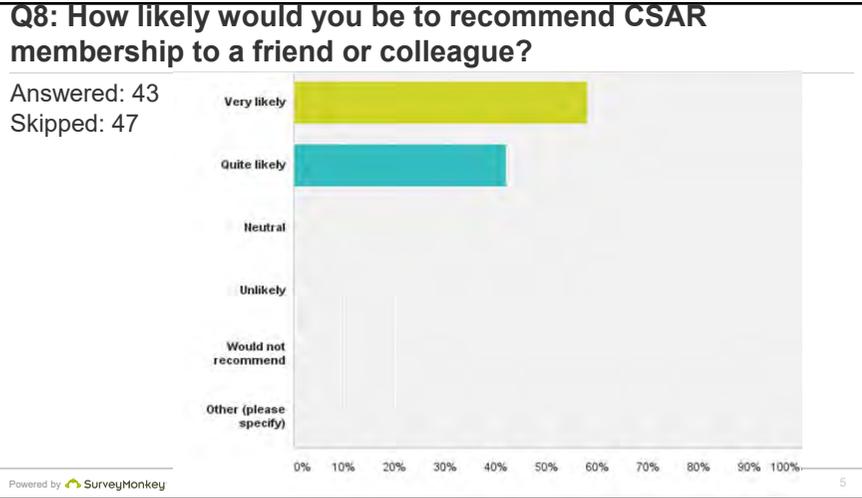
Answered: 43

Skipped: 47



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**Annual end-of-season survey: Events and visits**

- Most speakers rated a mix of 5 and 4 star. The non-lecture formats rated less well.
- Each respondent attended an average of 6.4 (of 14) events
- Amongst suggestions for event management were improved lighting, improved sound system, checking that the induction loop is working, and shortening the speech of thanks to the speaker
- 7:30pm is much the preferred start time. The opportunity to dine in Churchill and/or use the Buttery appeals to nearly half of respondents.
- Of future topics areas 'artificial intelligence and machine learning' and 'robotics' were the most popular, and 'education' and 'social sciences' were the least popular.
- The visits were highly regarded by those who attended. The most popular visit attracted 21% of respondents.

**Post-event feedback**

After each event we ask you to tell us:

- How you rated both speakers on performance, subject, Q&A and overall
- Suggestions for the programme
- Suggestions for improved event management
- Likelihood of attending upcoming events
- For non-attendees, whether they chose not to attend or why they were unable to attend

This information should take less than 5 minutes to complete, and is invaluable to those planning the upcoming programme

**Q6: How did you rate the main speaker?** Answered: 26 Skipped: 33

	5 star	4star	3 star	2 star	1 star
Overall	56%	44%	0%	0%	0%
	14	11	0	0	0
Subject	58%	30%	12%	0%	0%
	15	8	0	0	
Performance	60%	32%	8%	0%	0%
	15	8	2	0	0
Question & Answer	52%	40%	8%	0%	0%
	13	10	2	0	0

## Challenges and recommendations: Marketing

Challenges	Recommendations
How to widen audience appeal (to women and students) without alienating core audience?	<ul style="list-style-type: none"> <li>• Rethink the student recruitment strategy</li> <li>• Encourage female membership and seek to increase number of female members on Council</li> <li>• Ensure programme appeals to these target audiences</li> </ul>
Current CSAR marketing drives attendance rather than recruitment	<ul style="list-style-type: none"> <li>• Use the success of word-of-mouth to drive recruitment</li> <li>• Rethink attendance marketing</li> <li>• Develop an active social media presence</li> </ul>
Managing membership requires a lot of manual intervention	<ul style="list-style-type: none"> <li>• Trial membership management software to allow automatic joining and renewal</li> </ul>
Secure quicker feedback on events	<ul style="list-style-type: none"> <li>• Run short online surveys immediately after each event, and test appeal of future topics throughout the year</li> </ul>

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## Challenges and recommendations: The Programme

Challenge	Recommendations
Several respondents find the vote of thanks too long-winded	<ul style="list-style-type: none"> <li>• Vote of thanks should be short and made by the person hosting the event</li> </ul>
The annual programme lacks flexibility for the organisers to add topical speakers or address hot topics during the year	<ul style="list-style-type: none"> <li>• Allow programme organisers to book stars further ahead, but also hold a few 'special guest slots' where the speaker and topic are announced during the year</li> </ul>
Formats such as the debate and meet-the-authors are finding it harder to reach an audience	<ul style="list-style-type: none"> <li>• Continue to work on these formats, but review at the end of the season</li> </ul>

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**CAMBRIDGE SOCIETY FOR THE APPLICATION OF RESEARCH  
ACCOUNTS FOR THE YEAR TO 31 JUNE 2016**

<b>GENERAL INCOME AND EXPENDITURE:</b>	<b>Year to 30 June 2016</b>	<b>Year to 30 June 2015</b>
<b>INCOME</b>		
Subscriptions:	6,023	6,763
Temporary members	1,160	1,073
Income from visits	550	530
Other donations	800	920
Festival of Ideas share of lecture costs		312
Gift Aid tax claim	738	984
Dividends and interest	688	675
<b>TOTAL INCOME</b>	<b>9,958</b>	<b>11,257</b>
<b>EXPENDITURE</b>		
Dinners and expenses for speakers	1,594	3,911
Coffee and hire of hall and equipment	4,101	5,164
Council meetings - including buffets	256	630
Travel	646	984
Administration costs	195	476
Internet web site	2,482	72
Printing and stationery	376	376
Logos and posters	500	
<b>TOTAL EXPENDITURE</b>	<b>10,151</b>	<b>11,614</b>
Net Deficit on Activities	(193)	(356)
Gain on investment, unrealised	516	1,104
<b>SURPLUS FOR THE YEAR</b>	<b>323</b>	<b>748</b>
<b>GENERAL RESERVES</b>		
Opening balance	18,736	17,989
Surplus for the year	323	748
<b>Closing balance</b>	<b>A 19,060</b>	<b>18,736</b>
<b>DESIGNATED RESERVES FOR STUDENT AWARDS:</b>		
Opening balance	6,128	4,835
Donations in the year	6,450	6,100
Gift Aid tax	1,613	1,350
Awarded in the year	(7,200)	(6,000)
Photography and posters	-	(157)
<b>Closing balance</b>	<b>B 6,990</b>	<b>6,128</b>
<b>TOTAL RESERVES</b>	<b>A + B 26,050</b>	<b>24,864</b>
<b>NET ASSETS</b>		
COIF Charities Investment Fund units	18,258	17,742
CAF Bank account	7,528	4,922
Debtors - tax claim	2,350	2,290
	28,137	24,954
Creditors	2,087	90
<b>Total Net Assets</b>	<b>26,050</b>	<b>24,864</b>

## Cambridge Society for the Application of Research

### Scrutineer's Report to the Members of Cambridge Society for the Application of Research

I have examined the income and expenditure account for the year ended 30th June 2016, against the records for the Society, including the bank statements and vouchers presented to me.

I am satisfied that the Income and Expenditure account, the Student Award Fund and the Statement of balances are a true representation of the financial activities of the Society for the year.



P R Bligh

24<sup>th</sup> September 2016

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