

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

**Present:** Alex Brounger (AB), CEO  
Polly Hawkins (PH), Membership Secretary  
Jade de Snyder (JdS), Ethics Sub-Committee  
Trevor Eddolls (TE), Head of IT  
Sacha Taylor (ST), Finance Officer (took minutes)

### **Agenda:**

#### *Follow Up From Last Meeting:*

- (1) Mission Statement (171.3, 173.2) – agree to final version - ALL
- (2) Wild Apricot Updates (171.7, 171.16 % 173.4) – PH/ST
- (3) Liability if client identified on Facebook page (AfSFH or person posting) (171.5 & 173.8) - DL
- (4) People Who Meet the Recommended Supervision Requirements (173.10) – AB/ALL
- (5) Hypnotherapy Today – Cost efficiencies and Distribution (173.12) – DL/ST/TE
- (6) Insurance Update (173.15) – DL

#### *New Items:*

- (7) IT Update & Questions – TE
- (8) Membership Update - PH
- (9) Possible agreement with Hypnotherapy Directory – PH
- (10) AfSFH Open Day to include socializing and sharing our skills base outside of SF – JdS
- (11) Ethics training films to cover key areas – JdS
- (12) Hypnotherapy Today articles for future editions – DL/ST
- (13) Accountant Update – ST
- (14) FB page student access update – AB
- (15) DBS – Should it be compulsory for all members or just Accredited members? – ALL
- (16) Awards - DL

No.	Minute	Action
175.1	<b>Apologies for Absence</b> David Newton (DN), Chair Susan Rodrigues (SR), Trustee Matthew Cahill (MH), Trustee Colin Hudson (CH), Compliance Officer	<b>Accepted</b>
175.2	<b>Head of Media</b> Duncan Little announced his decision to step down from his post as Head of Media and left the meeting. AB expressed his sadness at Duncan's decision but thanked him for all his hard work and the Exec team wish him well with future ventures.  TE asked how we would source our new editor and offered to ask Susan Rodrigues if any students have editing experience we should be aware of.  ST added that the new editor didn't need to be an existing member of the Association because that would come with the role.	

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

	<p>TE will work towards building a bank of articles and is happy to edit copy. AB added that the new Editor will lead changes to be made, our priority is to recruit them first. TE said we should make sure we agree what we are keen to achieve for the magazine moving forward, AB added decisions about content must come from the committee collectively.</p> <p>Suggestions made by the Exec were as follows:</p> <p>To return to themed editions (phobias, sports, students etc)          Maintain a 'book review corner'          Introduce an 'ethics corner'</p>	<b>TE</b>
<b>175.3</b>	<p><b>Exec Team working hours</b></p> <p>Following a review of the time sheets submitted by the Exec and AB's awareness of how much additional work and extra hours we are currently putting into the Association, AB announced that DR/ST/TE will now to be paid £150 per month for their services as each are currently working in excess of 15 hours a month. ST to action from May invoices.</p>	<b>ST</b>
<b>175.4</b>	<p><b>(2) Wild Apricot Updates</b></p> <p>491 total members, 13 lapsed. PH has sent up to 5 reminders to lapsed members, so ST suggested one last contact be made before removing them. AB suggested PH phones them. PH said she has tried but they don't answer. JdS/ST suggested PH leaves a voicemail message with a deadline clearly stated prior to removing from the database.</p> <p>We will soon need to upgrade our WA membership. ST asked do we want to stay with WA and try to set up renewing/setting up membership online including online payments – PH said they support a range of payment methods including paypal, but ST queried whether we would need to pay commission on paypal transactions.</p> <p>PH investigated improving the online search function but WA were not helpful, saying they see no need to improve it. There is also an issue with changing suspended status members.</p> <p>ST broke down the membership prices:</p> <p>Current level (max 500 members) = \$70 per month or \$756 annually          Next level (max 2000 members) = \$130 per month or \$1404 annually          Our renewal month is September, so ST suggested we pay monthly to allow us the freedom to change provider, even though that means we do not get the 10% discount for an annual payment.</p> <p>TE has looked at other providers but didn't check prices, he will do so and get back to the Exec and ST will use his findings to help negotiate with WA as we don't need a package for 2000 members at this time.</p> <p>ST wondered if we should aim for a UK-based provider as search functions will better favour UK postcode/area searches vs US search</p>	<b>PH</b>                    <b>TE</b> <b>ST</b>

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

	facilities which cover a much wider area. AB didn't see this as an issue	
<b>175.5</b>	<p><b>(3) Liability if client identified on Facebook page (AfSFH or person posting)</b>            Before leaving the meeting, DL updated the team that the publisher (person posting) is liable for breaches of data protection on the FB page. PH suggested supervisors could stress this point with supervisees to ensure everyone is aware. JdS agreed and suggested a 2-prong 'attack':</p> <ol style="list-style-type: none"> <li>1. Supervisees to have better understanding of professional ethics</li> <li>2. Supervisors have additional training to tell the difference between a learning need and something that should be referred to Ethics Committee.</li> </ol> <p>TE will make all Exec members admin on the FB group (incl Nicola Griffiths as she originally created the group, unless she takes herself off?)            AB will speak to NG.</p> <p>The team will then be able to collectively monitor posts to ensure any identifying information is removed from the page promptly so the poster can create a new post without any identifying details, NOT editing it (as previous edits are still visible). JdS/DR Ethics videos could include this.</p>	<p><b>AB</b></p> <p><b>TE</b> <b>AB</b></p> <p><b>ALL</b></p> <p><b>JdS/DR</b></p>
<b>175.6</b>	<p><b>(5) Hypnotherapy Today</b>            Survey Monkey results re distribution of HT Today:</p> <p>Q1 If you had the choice to keep receiving the paper version of the magazine or to opt out and only receive a PDF version of the magazine, which would you choose?            85% paper, 15% PDF (62 vs 11)</p> <p>Q2 Would you be interested in being able to order extra paper copies of the magazine?            13.7% Yes, 86% No (10 vs 63)</p> <p>Q3 If you answered 'yes' to question 2, how many extra copies would you be interested in ordering of each edition on average?            (1-2) – 5 members, (3-5) 3 members, (6+) 1 member</p> <p>Q4 If additional copies were available to purchase at a cost of £3.50 per copy (including P&amp;P), do you think this is: a) too expensive, b) too cheap, c) just right            7 - too expensive, 2 - too cheap, 43 - just right</p> <p>Conclusion – no action to be taken at this time</p> <p>Question over whether future editions should be open to sharing with the general public (on waiting room tables for example) – answer will be down to the next Editor</p>	<p><b>TBC</b></p>
<b>175.7</b>	<p><b>(6) Insurance Update</b>            DL explained the person posting information online that breaches data protection is liable for an unlimited fine. He also highlighted that our annual renewal for insurance is due soon. ST to action</p>	<p><b>ST</b></p>

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

<b>175.8</b>	<p><b>(7) IT update</b>                  273 FB members                  584 page likes on public page                  688 tweets                  395 following us                  642 we follow</p> <p>TE asked what Exec thought of blogs – Exec admitted to not having read them! Need to publicise them more to encourage more contributors. JdS asked whether FB group for supervisors could have a call to action on this.</p> <p>JdS then asked how does info generally get spread to supervisors. AB highlighted that the research newsletter hadn't gone out since Feb/Mar so he would look into getting more and sending supervisors research information and will add any requests for asking supervisors input in that communication.</p> <p>AB wants a rolling agenda item on every exec meeting "communications to supervisors". The exec agreed.</p> <p>DR/PH advised they didn't receive emails generated from Wild Apricot site – PH/TE to investigate</p> <p>TE asking about introducing vlogging – yes, to be discussed</p> <p>PH asked TE for a contact list for exec members to be added to the contacts page of the website. TE suggested we should use @afsfh.com emails wherever possible, other members unsure how to do that from their own computers. AB asked how he could send emails as <a href="mailto:ceo@afsfh.com">ceo@afsfh.com</a> using his google accounts.</p> <p>Need to get more blogs and more articles from members as a priority.</p> <p>TE suggested we should use @afsfh.com emails wherever possible, other members unsure how to do that from their own computers.</p> <p>TE suggested putting together some template guidelines on how to put newsletters together so Exec members could rotate.</p>	<p><b>AB</b></p> <p><b>AB</b></p> <p><b>PH/TE</b></p> <p><b>TE</b></p> <p><b>ALL</b></p>
<b>175.9</b>	<p><b>(14) FB page student access update</b>                  AB spoke to DN about students on FB, asking if they could be invited after month 8 of training. DN will email senior lecturers to advise. PH added she can see what month student members are in. PH to check the end date of student memberships and produce a month 8 list so we can keep up to date on who would be permitted to join FB when.</p> <p>PH mentioned student applications come off website – TE to action</p>	<p><b>DN/AB</b></p> <p><b>PH</b></p> <p><b>TE</b></p>
<b>175.10</b>	<p><b>(9) Possible agreement with Hypnotherapy Directory</b>                  PH updated everyone on her early negotiations with Hypnotherapy Directory – they are offering registered members (not already on the Directory) 2 months free trial, 1<sup>st</sup> year at £15 per month (instead of</p>	

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

	<p>£19.50), then after 1<sup>st</sup> year paying £18.50 per month.</p> <p>TE suggested asking for more (£12 per month) to see if they can improve the offer as we have lots of members in training and it benefits the Hypno Directory. ST suggested 6 months free. PH to continue negotiations and advise the team of results.</p>	<b>PH</b>
<b>175.11</b>	<p><b>(10) AfSFH Open Day to include socializing and sharing our skills base outside of SF</b></p> <p>Open day – JdS raised DR’s suggestion of hosting an AfSFH open day event. There was a general discussion about inviting members to give talks about other modalities they practice (eg reiki, homeopathy, life coaching etc), keeping the event formal, but not too formal. Whether or not to have stalls or keep it as an open event with set time slots for talks/presentations, or leave it simply as a networking event. Whether to include food/drinks etc.</p> <p>Kelly Jordan in Poole has quoted for putting on an events and AB asked if she would be willing to lead the project.</p> <p>ST/TE suggested a surveymonkey survey be put on the FB page to see what members would prefer. ST will also check how much money we might have available to host the event and pay someone to organise/lead it.</p>	<b>ST/TE</b>
<b>175.12</b>	<p><b>(11) Ethics training films to cover key areas</b></p> <p>Training videos on professional ethics – JdS talked about introducing e-learning online videos to cover ethics and DR has someone in mind to produce them. The suggestion is that AfSFH members have to watch them as part of their membership. AB will need to clear the content of the videos with the Trustees.</p> <p>UKCHO are also currently getting involved in Ethics, according to Matthew Cahill, wanting to produce a template for ethics for all hypnotherapy bodies. DR needs to know whether we are engaging the services of Julie Stone. ST will need costings for the videos.</p> <p>JdS suggested Ethics training should be included on CPHT courses. AB to speak to DN.</p>	<p><b>Ethics Team/AB</b></p> <p><b>DR/ST</b></p> <p><b>AB</b></p>
<b>175.13</b>	<p><b>(8) Membership update</b></p> <p>PH highlighted many members have overpaid their membership fees after leaving the Association (not cancelling standing orders) and wondered if we should offer to reinstate membership from overpaid funds. AB asked PH to contact them to ask if they want to renew, and if not, refund them.</p> <p>Some people are claiming to be members of the AfSFH when they are not, including using the logo on their website. AB will ask CH to investigate and contact them to rectify this and will pay him a project based fee for this if he is happy to do it. PH will provide a list of lapsed members to CH, who will then check their websites for misuse of the logo.</p>	<p><b>PH</b></p> <p><b>AB/CH/PH</b></p>

## AfSFH Committee Meeting Minutes

**21 May 2017, 10am – 1.00pm - Location: Clifton Practice, Bristol**

	<p>JdS offered to do it if CH was unable/unwilling to do so.</p> <p>PH suggested CH could also ask lapsed members to renew so they don't double up on contacting the list. JdS asked if we did an annual audit – not currently, but AB will speak to CH about this.</p>	<b>AB/CH</b>
<b>175.14</b>	<p><b>(13) Accountant Update</b></p> <p>ST explained that the contracts from the Accountant raised some questions as to the suitability of using his services and she suggested it would be easier to simply file the accounts directly onto Companies House and then ST would speak to HMRC directly about any potential tax liability. She will continue to investigate the best solutions for the Association and will keep the Exec informed.</p>	<b>ST</b>
<b>175.15</b>	<p><b>Items (1), (4), (15) and (16) on the Agenda</b></p> <p>Items moved forward to future meetings</p>	
	<p><b>Time and date of next meeting</b>  <i>Executive Meeting</i>            Sunday 23 July 2017 from 10am            The Clifton Practice, Bristol</p>	