

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

**Present:** Alex Bronger (AB), CEO  
 Polly Hawkins (PH), Membership Secretary  
 Lara Lewis (LL), Head of External Marketing  
 Sacha Taylor (ST), Finance Officer (took minutes)

Trevor Eddolls (TE), Head of IT  
 Duncan Little (DL), Head of Media  
 Dorothea Read (DR), Ethics Officer

**Agenda:**

- (1) Mission Statement Revision - DR
- (2) Membership levels - PH
- (3) Marketing Plan - LL
- (4) AGM – AB/ST
- (5) Supervision Requirements - AB
- (6) Association FB Page discussion topics – AB
- (7) Accountant - ST
- (8) Membership renewal process - PH
- (9) SEO – TE/AB
- (10) Changing the name of the AfSFH to the National AfSFH - TE
- (11) Website Blog
- (12) AfSFH email addresses for the Exec - TE

No.	Minute	Action
171.1	<p><b>Apologies for Absence</b>            David Newton (DN), Chair            Susan Rodrigues (SR), Trustee            Matthew Cahill (MH), Trustee</p>	<b>Accepted</b>
171.2	<p><b>Introduction to Ethics</b>            All organisations need someone to oversee Ethics, DR is the disseminator of information and the Association then decides what is appropriate for its membership. If there is a breach of Ts &amp; Cs, we as a committee agree on the course of action to be taken.</p> <p>DR has established a sub-committee to support her role as Ethics Officer – Dr Rachel Gillibrand, Alex Bronger and Jade De Snyder. They are in the process of rewriting documents and policies of the AfSFH in a more welcoming tone and will present them to the committee for approval in due course.</p> <p>We have an existing Code of Ethics that is serviceable but in need of updating. Being a member of our Association is honourable and comes with responsibilities so an inclusive approach is preferred.</p> <p>The sub-committee has downloaded and reviewed many other organisations' Code of Ethics for reference and intends to make our new Code illustrated with pictures, as well as providing members with a standard consent form for use with clients.</p>	<b>DR, RG, AB, JS</b>

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

	<p><b>Note: consent forms must be signed in person in front of the therapist to ensure informed consent is achieved, otherwise they are invalid.</b></p> <p>DR clarified that there will be a template consent form provided for members to download and personalise – AB said they provide one on training courses, the board will ensure the updated version is distributed to all the training schools to maintain consistency and there will also be a Code of Conduct form for members to sign and keep for their own records in terms of their acceptance of the Ts &amp; Cs.</p> <p>TE wondered if this was a bit pointless and that members wouldn't bother. DR explained this is fine, it's for members' reference/records and is optional, others pointed out it's not too dissimilar to online terms &amp; conditions that no one reads, but everyone clicks 'agree'. DR confirmed the aim is to make the current forms and processes easier and quicker to use and access. She has also been in touch with two different solicitors to ensure we cover all the bases.</p> <p>AB mentioned having 'it is advisable to contact your GP before continuing with therapy' on client consent forms but some members disagreed. Generally it is good practice to suggest this, and ST pointed out it will raise our profiles with local GPs, so will be reviewed when DR presents updated consent form.</p> <p>DL asked about safeguarding statements and DR is writing these also, as well as a separate consent form for parents when children come for therapy.</p>	<p><i>DL to be included in next Newsletter</i></p> <p><b>AB/DR</b></p> <p><b>DR</b></p>
<p><b>171.3</b></p>	<p><b>Mission statement (1)</b></p> <p>There are 3 main aims for the Association: service to its members, service to members' clients and general furtherance of knowledge of SFH. LL would like us to ask more/expect more from our members enhancing the benefits of membership and offering protection. It was agreed that we need to sell the AfSFH more to members.</p> <p>DR to present a mission statement for board approval and is still open to any suggestions from the board.</p> <p>PH highlighted that, since August 2015 (when the new database started capturing the data), 32% of members have never logged into the AfSFH website.</p> <p>DR added that, in a recent questionnaire to her supervisees, there was some criticism of the website, that it wasn't appealing or user-friendly.</p> <p>AB stated that there is always a percentage of membership that doesn't engage with the Association, but that 32% is too much so we should look at improving this. TE explained the current system has members land on the public-facing AfSFH.com but when they log on they are redirected to a different (Wild Apricot) site. He asked if it would be better to have 2 separate websites instead.</p>	<p><b>DR</b></p> <p><i>To be further discussed</i></p>

## **AfSFH Committee Meeting Minutes**

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

<b>171.4</b>	<b>Membership Levels (2)</b> PH advised there are currently 414 active members, of which 321 are registered, 92 are students and 1 is PH as admin.  TE is not currently admin but can upload/amend pages. AB asked PH to send login details to TE so he can be a secondary admin as back up for when PH is unavailable.  The board discussed qualification of Associate members and PH expressed concern over allowing anyone with an 'interest in SFH' to become an associate member. TE suggested splitting into two stages: Stage 1 is someone who holds a CPHT qualification whether or not they are practising, and Stage 2 is anyone else. AB finalised that it should be CPHT trained, non-practising. PH to update the spreadsheet accordingly.	<p>PH</p> <p>PH</p>
<b>171.5</b>	<b>Facebook Page (6)</b> Some board members were in favour of adding students, some were not. DR explained the importance of supporting students and keeping them in the loop, rather than shutting them out and risking them seeking advice in inappropriate places. DR also highlighted that by having students on the page, we can stay informed of themes and needs potentially to be fed back to schools. The rest of the board agreed this was reasonable and it was agreed we should aim to have them added, however there is still reluctance to do this from Trustees so AB suggested we postpone this item to future meetings.  AB informed the board that we can now include supervision questions on the FB page, however on the understanding that clients cannot be identified. TE will update the pinned post to announce this change and all board members to be vigilant in identifying any posts or following comments that could reveal client identities and ensure the person posting edits/deletes info as necessary.  There was some discussion on who is liable if a client discovers their identity was revealed in this way – the person posting or the Association for owning the page. DL to check this and let the board know.	<p><i>To be further discussed.</i></p> <p>TE</p> <p>DL</p>
<b>171.6</b>	<b>Marketing Plan (3)</b> LL explained that currently there is no official marketing budget and that she needs more support to make the role more effective. With a low budget, the focus is to increase membership, and retain existing members. She suggested phoning members who don't renew and PH volunteered to do this.  The marketing plan put forward by LL in November has been approved by AB.  Press releases could be used more – DL has them published regularly and PH uses them for editorials in local publications. ST said she has always meant to use them but finds the lack of process off-putting. She suggested if we had a step-by-step guide to finding/using them, there	<p>PH</p>

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

	<p>could be more take up. DR added they could be used as blog content also and added to the FB page.</p> <p>LL is to put all forms/marketing materials she has onto dropbox for approval. ST volunteered to review/proof read them before AB signs them off.</p> <p>LL suggested introducing a bi-annual free marketing workshop for members to attend (as an added bonus to membership). LL to speak to SR/DN about hiring a room at CPHT for free and get it sorted for qualified members (not students at the moment).</p> <p>LL also volunteered to update copy for the website to make the content more welcoming and appealing to visitors. She will send new content to TE in the next 2 weeks if possible and TE will send it to AB for final approval.</p>	<p><b>LL/ST</b></p> <p><b>LL</b></p> <p><b>LL/TE</b></p>
<p><b>171.7</b></p>	<p><b>SEO (9)</b></p> <p>There was general consensus that no one gets client referrals from the website and this raised the question of whether we should be investing so much into SEO with Mike Turner when the website needs adapting. He replicates the member directory on a different platform but this also raised questions about data protection. TE highlighted the core purpose of the website is to increase exposure of AfSFH, get more members and get members to be more accessible to clients.</p> <p>AB said that the previous CEO, David Mclean had wanted to give Mike Turner 6 months to see if web exposure increased and, 5 months in, perhaps it's now time to cease funding SEO as the results have not been encouraging.</p> <p>DR pointed out we have an ethical responsibility to improve and update the website and make it work for our members and impartiality is important too. We also need to make the website mobile friendly.</p> <p>Suggested:</p> <ul style="list-style-type: none"> <li>Stage 1 - LL to rewrite/update website content</li> <li>Stage 2 – TE builds a new site that is mobile friendly</li> </ul> <p>ST expressed concern over the efficiency of the therapist search function as it doesn't seem to provide best results and this could be why members aren't getting client inquiries. AB asked if we could change/update it, and pointed out how good the Hypnotherapy Directory's search function is, but TE explained it's part of the Wild Apricot package whereas the Hypnotherapy Directory seems to be using a bespoke search function exclusive to them. AB asked if Wild Apricot is still meeting our needs and TE said yes, for everything other than the search function. LL asked if we can pay/upgrade/get support from Wild Apricot to improve the search function, but TE doesn't know, as it was Denis Counce's project. PH was volunteered to look into it by contacting Wild Apricot and exploring our options.</p>	<p><b>AB</b></p> <p><b>PH</b></p>

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

<b>171.8</b>	<p><b>Website Blog (11)</b> TE discussed putting blogs on the website and it was suggested members could submit them to TE for publishing on the AfSFH website and they could be added to the FB page too. LL added that members should make sure to include their name, contact details, website info at the bottom of their blogs so that they can be contacted by blog readers – this would be an added benefit of membership. AB asked for this blog opportunity and the process to be included in the next newsletter.</p>	<b>DL</b>
<b>171.9</b>	<p><b>LinkedIn</b> LL would like the AfSFH to have a professional LinkedIn page but there was one set up in the past and no one knows what the login details are. The page admin is Nicola Griffiths so AB will contact her to find out more but said it isn't a high priority at the moment.</p>	<b>AB</b>
<b>171.10</b>	<p><b>DBS Issues</b> TE mentioned the document Heidi Hardy put together to give a step-by-step guide to getting DBS in place. He will read through it and put it up on the member website in due course.</p>	<b>TE</b>
<b>171.11</b>	<p><b>AfSFH Email Addresses (12)</b> TE ran through the list of existing @afsfh.com emails to ensure the right emails are going through to the right people:</p> <p>admin@ - PH CEO@ - AB compliance@ - Colin Hudson events@ - was DM, now going to LL exec@ - AB finance@ - ST info@ - PH it@ - TE membership@ - TE journal@ - DL offers@ - currently going to afsfhoffers@gmail.com but no one knows who accesses this email – go to LL? register@ - PH research@ - currently going to Tiff Armitage, but she is no longer Research Officer. AB confirmed a paid position would be recruited in due course. ethics@ - to be created for DR</p>	<b>TE</b>
<b>171.12</b>	<p><b>Social Media</b> We have 548 likes on our public Facebook page 256 members on the closed member Facebook group (PH to remove non-members soon) The Twitter profile follows 399 and has 618 followers</p> <p>DR asked all board members to note that her email address is now dmread@outlook.com and not the old hotmail address</p>	<b>All Members</b>

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

<b>171.13</b>	<p><b>AGM (4)</b> ST confirmed the proposed date for the AGM is 12 March 2017. DL explained the meeting covers:</p> <ul style="list-style-type: none"> <li>• Proposing/seconding of everything (including appointments of board members)</li> <li>• A summary of the AfSFH accounts</li> <li>• Summary of what the Association has achieved in the past year</li> </ul> <p>ST to check previous minutes for any other business to be included.</p> <p>Proxy voting forms to be sent out to members 2 weeks before the meeting by email, not post. LL suggested we could use Survey Monkey. AB will send last year's form to TE to create a new Survey Monkey form to be emailed out to all members including student members.</p> <p>DL will send out an invitation for members to attend the AGM if they wish. From 10-10.30am the board will have their executive meeting, then from 10.30am the members are welcome to join. ST will create a sign for the door to ensure members know where to go as there will be a CPD taking place at CPHT on the same day.</p>	<p><b>ST</b></p> <p><b>AB/TE</b></p> <p><b>DL</b></p> <p><b>ST</b></p>
<b>171.14</b>	<p><b>Audit of the Association</b> DL was keen for us to volunteer for auditing now we have a complete board again. ST agreed but explained she is still in the process of gaining access to all historical data and information so she will advise when this is complete and we can explore this further.</p> <p>DL added he has access to good rates with Safestore in Plymouth for document storage if needed and will send details to ST.</p>	<p><b>ST</b></p>
<b>171.15</b>	<p><b>Accountant (7)</b> ST had contact with 2 Accountants in order to get quotes and Paul Journaux from GRCA in Plymouth stood out as approachable, interested in taking us on and experienced, as he already does accounts for another Association and is in regular contact with DL who also vouched for him. AB confirmed the appointment and ST will let Paul know.</p> <p>Internet banking is on the way, AB is in the process of getting ST registered and chasing the bank for the security pin pad which is still outstanding. PH currently receives all paper bank statements to cross-check membership payments before sending them on to ST. Once we have internet banking, ST will be able to better support PH with statement queries, and ST won't need to have the paper copies. PH &amp; ST to discuss separately arrangements for keeping up with financial input of membership moving forward.</p>	<p><b>ST</b></p> <p><b>PH/ST</b></p>
<b>171.16</b>	<p><b>Membership Applications/Renewals Process (8)</b> PH is working towards an automated renewal system and the board agreed this was a priority as the current paper/post based system is off-putting for members. The general consensus is that we should work</p>	

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

	<p>towards having renewals managed via the website, as with CNHC and other organisations. This may need to wait until we have internet banking or we explore using PayPal so payments can also be made online. PH will contact Wild Apricot to see if they have a system we can use via the website and, if not, she will explore using a Jotform template with TE's help as suggested by LL.</p> <p>PH suggested using email communication in the interim which was agreed to improve productivity and return rates while a new process (via WA or Jotform) is set up.</p> <p>PH suggested that for new membership requests, applicants should submit a copy of their insurance certificate as proof of insurance and further proof of ID. There was some discussion around whether or not this would be well received and opinion was divided as other associations request this but we want to make our Association as accessible as possible.</p> <p>PH asked if she could have access to the list of students currently training also, but AB pointed out that due to data protection, the AfSFH has no right to access that info. He added that all student membership applications should come from the tutors and not from students directly, so tutors of all the various schools need to be reminded of this.</p> <p>PH also said she is happy for the Association to continue taking monthly standing orders for membership for those that prefer that option as she doesn't find it takes too much extra effort.</p>	<p><b>PH</b></p> <p><i>To be further considered by the board</i></p> <p><b>AB</b></p>
<p><b>171.17</b></p>	<p><b>Supervision Requirements (5)</b></p> <p>AB mentioned a new idea for supervision requirements. Members could opt for their 6<sup>th</sup> annual session to be a 1-1 with their supervisor to act as a yearly review – getting/giving feedback on how the member is doing, looking at what kind of CPD they might want in future, supporting them in meeting their supervision quota if necessary and ensuring they stay engaged with their supervision and its benefits. LL was worried there would be a backlash against this, but the question was then raised whether supervision is a suggestion or an obligation with membership. LL was keen that we maintain and monitor that members stick to 6 sessions annually as it adds value and integrity to our members and is an incentive to join our Association. There was discussion over the number of members who struggle to attend the required number of sessions either due to time pressure, financial issues or that they aren't seeing enough clients. It was generally agreed we need to support those members who struggle to engage or keep up with their supervision for genuine reasons and address any members who deliberately ignore the requirement without good reason. The board concluded that supervision remains a suggested part of membership that will not be 'policed' as we are a supportive membership Association first and foremost.</p> <p>There is also a need for better communication to members to ensure they know they can see different supervisors if they wish to, and have the</p>	

## AfSFH Committee Meeting Minutes

**22 January 2017, 10am – 1pm - Location: Clifton Practice, Bristol**

	ability to shop around as different supervisors charge in different ways (monthly or pay as you go) and different amounts. Clarifying this to members would be helpful, as confusion has been highlighted in the past.	<i>To be added to next newsletter?</i> <b>DL</b>
<b>171.18</b>	<p><b>Finance</b></p> <p>ST confirmed that Paul Journaux said the Association should pay board members 45p per mile for car journeys undertaken for meetings and AfSFH business (up to a max of 10k miles per year), rather than the 20p currently paid because 45p is the rate HMRC allows people to offset against their taxes when driving their own car for work purposes. ST explained the current system means we need to show we received payment of 20p per mile for journeys taken, then claim the remaining 25p on our tax returns to be offset. ST to explore this further and will report back to the board. In the meantime, 20p per mile will continue to be the rate for expenses claims.</p> <p>AB confirmed ST, DR &amp; LL to be paid £75 a month for their consultancy work for the AfSFH. ST explained that board members should not be claiming £10 per hour as this implicates the Association towards PAYE obligations, implying board members are employed by the Association. In the interests of clarity and fair payments for all board members, ST has asked that everyone takes a basic log of their hours spent on AfSFH business but that they only claim a set amount for the work they do on their invoices. Periodically (twice a year suggested), the hours spent can be cross-referenced against the amount each board member is paid to ensure they are not being under- or over-paid for the time spent working on AfSFH business. ST to send out a basic time log spreadsheet and expenses form for reference, along with details of the process to ensure continuity.</p>	<p><b>ST</b></p> <p><b>ST</b></p>
<b>171.19</b>	<p><b>Changing the name of the AfSFH (10)</b></p> <p>It was agreed this is not a high priority, so item moved forward to next meeting agenda.</p>	<b>AB</b>
	<p><b>Time and date of next meeting</b></p> <p><i>AGM</i></p> <p>Monday 12 March 2017 from 10am</p> <p>The Clifton Practice, Bristol</p>	