

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

**Present:** Helen Green (HG), CEO & Journal Editor  
 Trevor Eddolls (TE), Head of IT  
 Anne Wyatt (AW), Head of Membership  
 Nicola Taylor (NT), Head of Standards  
 Andrew Major (AM), Head of Marketing  
 Sacha Taylor (ST), Head of Finance (took minutes)

**Agenda:**

*Follow up from last meeting:*

- (1) Follow Up on Supervisors Network (187.16) - TE/HG
- (2) Update on Business Continuity Plan (187.17) - TE
- (3) Membership Levels update (185.15, 187.5) - NT/ALL
- (4) Update on new website (184.7, 185.4, 187.6) - HG/AM
- (5) Update on changes to DBS processes - HG/TE/AM/AW

*Rolling Agenda Items:*

- (6) Communications to Supervisors - ALL
- (7) Volunteer for Newsletter this month - ALL
- (8) Journal Update & Assistance required - HG
- (9) IT Update – TE
- (10) Membership Update – AW/AM
- (11) Finance Update – ST
- (12) Marketing Update – AM
- (13) Standards Update - NT

*Items Arising This Time:*

- (14) Upgrading our IT provision (Office 365) – TE
- (15) Feedback from recent change to Supervision requirements - ST/AW
- (16) Acceptance of non-CPHT members – HG
- (17) Membership Refunds – HG
- (18) UKCHO and wider awareness – HG
- (19) AOB

No.	Minute	Action
<b>189.1</b>	<b>Apologies for Absence</b> All Exec members were present	
<b>189.2</b>	TE has arranged for the first Supervisors' Network meeting to take place on Zoom on 21 <sup>st</sup> October and, so far there will be 7 Supervisors attending, including TE & HG. TE said he will be asking the attendees for their expectations for the session and asked the Exec for any feedback on what to include. ST suggested clarifying that they all receive Communications for Supervisors and Research Newsletters and whether they find these useful or would suggest anything different. HG added she felt this session would be a nice benefit for supervisors, adding extra value. ST highlighted how our Supervisors are such a valued and important part of our membership, so it will be great to have more direct interaction with them moving forward. HG volunteered to minute the session with TE facilitating. AM added it would be a good PR	<b>HG</b>

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<p>opportunity as no other comparable association offers this to supervisors and HG is keen for it to be a way of giving supervisors support and providing information to help them with their supervisees. HG will include an article on this in a future journal edition and TE said he will be getting their feedback at the end of the session too, to ensure we deliver something useful and to help the network evolve.</p>	<p><b>HG</b> <b>TE</b></p>
<b>189.3</b>	<p><b>(2) Update on Business Continuity Plan</b> TE thanked everyone for contributing to the Business Continuity Plan which is now complete. TE suggested HG as CEO and himself as BCP coordinator be the only exec members to have access to the document and, if any details change in future, exec members should securely contact (verbally preferably) TE to make the amendment necessary to the core document. HG commented that this is an excellent step forward in establishing the association as a professional and robust organisation.</p>	<p><b>ALL</b></p>
<b>189.4</b>	<p><b>(3) Membership Levels update</b> NT has updated the membership levels document following discussions at the last meeting and started by highlighting Associate membership, as she has recently been made aware of some non-SFH people wishing to apply. This implies this level of membership could have 2 remits – one for people with an interest in SFH and one for qualified SFH who are taking a break from practice and wish to keep in the loop. There was some discussion on why someone would want to pay to receive our newsletter/journal if they weren't a qualified SFH and the Exec agreed to only extend Associate membership to non-CPHT trained applicants who have instead trained in SFBT and Hypnotherapy and have certificates to support this.</p> <p>It was further agreed the cost of this membership would be £20 per year and Associate members would only have access to e-newsletters and a pdf copy of the current journal (not to the back catalogue) and that Associate members could upgrade to full membership at any time. Database and website access levels to be updated accordingly.</p>	<p><b>AM/AW/NT</b></p>
<b>189.5</b>	<p><b>(4) Update on new website</b> AM said there has been lots of progress made on the new website, with Wild Apricot becoming the front end, the homepage design finalised, as well as the sitemap. The next step is to produce content for the various pages with more added value. HG went on to ask each of the Exec members to take an area of the website to produce copy, and she will proof-read the contributions. TE asked for an update on the proposed launch date and AM said it was looking possible for end of October/beginning of Nov if we can get the bulk of the content ready in the next 3 weeks, although official launch would need to be finalized based on the web developer's availability. ST volunteered to support the other Exec members as there was unlikely to be a dedicated 'finance' page and she asked AM to send the rest of the Exec the sitemap and relevant detail – he offered to put a pack together asap, so copy could be assigned to the various Exec members accordingly. TE asked AM if it would be possible to improve the Events page on the new site as loading</p>	<p><b>ALL</b> <b>HG</b></p> <p><b>AM</b></p>

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<p>the info is quite time-consuming and AM confirmed there would be a widget available for this. The aim on the new website is to be a hub of resources, benefits and value for our members. AM then showed the Exec the new homepage and there was unanimously positive feedback on the colours/appearance. TE asked if the new site would have a mobile-friendly version and HG said yes, although it still needs a bit of tweaking to get it just right.</p> <p>HG/AM/TE to work together when we are ready to launch the new website, and a communication will be sent to members to advise when the site may be offline during the transition to the new site. TE to create a landing page for those members who try to access the site while it is offline.</p> <p>AW then asked HG if she was happy for her to prioritise her email work over the website copy and HG said they would need to work on all the email templates so asked AW if she could create a word document with all the current copy for every variety of email sent out via WA and put it in the Quality Management folder in Dropbox so HG can edit them accordingly and keep them along the lines of the website tone. TE added the benefit of doing the 'persona exercise' – essentially putting yourself in the shoes of each type of recipient to think how the message should be best expressed.</p>	<p><b>AM</b></p> <p><b>HG/AM/TE</b></p> <p><b>TE</b></p> <p><b>AW</b></p> <p><b>HG</b></p>
<p><b>189.6</b></p>	<p><b>(5) Update on changes to DBS processes</b> TE to make sure the Facebook page and website have been amended as per last meeting minutes.</p>	<p><b>TE</b></p>
<p><b>189.7</b></p>	<p><b>(6) Communications to Supervisors</b> The next Communication to Supervisors will be sent out shortly and ST suggested TE ask the Supervisors at their Zoom network meeting for feedback and thoughts that can be communicated in the following supervisor newsletter.</p>	<p><b>TE</b></p>
<p><b>189.8</b></p>	<p><b>(7) Volunteer for Newsletter this month</b> HG asked Exec members to forward any contributions to her</p>	<p><b>ALL</b></p>
<p><b>189.9</b></p>	<p><b>(8) Journal Update &amp; Assistance to HG</b> HG said the next journal is due to be published at the end of November and she has had some great articles submitted so far. NT will feature in the 'meet the member'. HG then explained that any new intakes of supervisors means that she will not have enough space in the journal directory, so suggested either to remove the directory from the journal from 2019 and just keep it online, so supervisors can be found on the website only, or keep the directory but redesign it to be more of a listing that requires less space e.g. by removal of photos or redesign of text. ST said she always used to go to the journal when needing to locate a new supervisor after moving, and that the photos are worth keeping. ST suggested to instead remove any supervisors that are not currently offering supervision as it is frustrating when a supervisee contacts someone, only to then have to go back and look again because that</p>	

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<p>person is not actively supervising. AW suggested supervisors pay a small fee (£5) to appear in the journal listing (as NCH do), but HG said this then makes the journal an advertising product which we need to avoid due to VAT and other reasons. HG then suggested that if the listing did come out of the journal, (so up-to-date list only on the website), we could still feature newly-qualified supervisors, or those returning to practice supervision. AW felt it's important that contact details are highlighted, and ST suggested we ask the members in our next membership survey to see what the general consensus is – either to keep the updated list online only or still include a directory in the paper copy of the journal. HG agreed and suggested we do it after Christmas and AW suggested we also put it to the Supervisors' Network group later this month.</p>	<b>TE</b>
<b>189.10</b>	<p><b>(9) IT Update</b>  <u>Social Media - we currently have:</u>            351 members on closed FB group (no change since July)            756 like our public FB page (increase)            423 we follow on Twitter (no change)            735 follow us on Twitter (increase)</p> <p>AM asked TE if we have an account on Instagram and TE said no, as we don't have a large pictorial presence. HG said the 'National XXX awareness' days on the events page have been well received and highlighted that 10<sup>th</sup> October is World Mental Health Day and OCD awareness day is also coming soon. AM then asked TE how he works out what goes out when and TE explained he gets Google updates on neuroscience related topics and it all gets linked between Facebook and Twitter. AM suggested we link this with our own themes on the website to increase traffic further, so AM/TE to discuss further.</p>	<b>AM/TE</b>
<b>189.11</b>	<p><b>(10) Membership Update</b>  <u>We currently have:</u>            464 registered members (increase)            161 students            4 admin  <b>629 total (increase)</b></p> <p>AW highlighted that 28 members are overdue for their renewal, so she will be chasing that up asap. She has been working hard on clearing the under/overpayments and sorting out members' issues with standing orders and she managed to change the way the system processes renewals to prevent unpaid members being renewed any more. AW said almost all overpayments have now been sorted and all underpayments have been contacted although not all have responded to arrange paying what is owed and, if needed, she has phoned or skyped members to help sort out any issues they have more quickly. ST asked what happens if a member doesn't respond to a request to settle an underpayment and AW said she can see who has opened their email. If no payment is made following repeated requests, the member will lose access to the website, public listing on the directory and removed from</p>	

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<p>the Facebook group. NT added she is keen to have a list of those members who have cancelled or not renewed their membership, so she can follow up to ensure they are not using the AfSFH logo on their websites/marketing anymore and AW to advise. The AfSFH has received feedback from members of the public who have indicated that some practitioners are falsely advertising that they are a member (showing our logo and/or using AfSFH Reg. letter designation). In such cases, this would be seen as misrepresentation by the ASA, and any member of the public with such concerns will be asked to present their concerns to the ASA. AW also added that some lecturers are not replying to confirm students have graduated and some are also still using the old forms but she will continue to contact them. HG also wanted us to let Students know that once they qualify, they can update to being a registered member at any time to ensure they receive full member access and benefits such as being listed on the public register (they don't have to wait until their renewal is due). This will be communicated fully when the new website is launched.</p>	<p><b>AW/TE</b></p> <p><b>HG</b></p> <p><b>HG/AM</b></p>
<p><b>189.12</b></p>	<p><b>(11) Finance Update</b>  <u>Funds in Bank:</u>            01-Nov-17: £25,651            30-Sep-18: £36,563            Surplus for the financial year to date 2017/18: £11,065            Paypal fees to date: £466.72</p> <p>ST created an online savings account and our legal obligation amounts have been transferred to it, to cover fees/charges/refunds necessary if the AfSFH was to cease operations, as per discussions at the last meeting. She plans to start filing the current financial year accounts in November so they are finalised well ahead of the AGM next year. ST then suggested that we cancel our Vimeo professional subscription when it comes up for renewal in the new year, as it is no longer required and HG/AM agreed. HG asked ST to arrange for us to go paperless with all our banking and financial statements now, so we could securely archive pdfs instead.</p>	<p><b>HG</b></p> <p><b>ST</b></p> <p><b>ST</b></p>
<p><b>189.13</b></p>	<p><b>(12) Marketing Update</b>            AM highlighted most of his section had been discussed as part of the new website update (see 189.5 above). AM/AW have been working well with the new processes in Wild Apricot and have also spent time with Susan Rodrigues to discuss CPHT's support of the verification processes. AM went on to say that all web and digital communication changes will be done together and, once the new site has been launched, he plans to do an audit of what we offer to our members versus other organisations so we can highlight this to our membership.</p>	<p><b>AM</b></p>
<p><b>189.14</b></p>	<p><b>(13) Standards Update</b>            NT has been updating all our policy documents, including our Code of Conduct and Ethics, comparing them to the NCH and CNHC to ensure we are in keeping with general professional standards and making our own policies more comprehensive. She also has created and updated a range of new documents to cover the following:</p>	

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<ul style="list-style-type: none"> <li>• Audit Policy (random sampling)</li> <li>• Standards Enquiry (complaints procedure)</li> </ul> <p>These documents will make up a Policy Library on the website and AM plans to launch them when ready with a variety of communications. AW said it was great to be more comprehensive and clear in our support of members moving forward, which in turn will benefit the public too. HG added that the view of these documents would be different on the members' site and the public site, as appropriate, and that access to certain information will be dependent on an individual's membership level.</p>	<b>AM</b>
<b>189.15</b>	<p><b>(14) Upgrading our IT provision (Office 365)</b>  TE presented his suggestion to do our Exec team tech and communications differently in future using Office 365. It will eliminate the use of emails and dropbox files can be moved across so we have the use of SharePoint with 1TB of memory. It will enable easy and secure handovers when Exec members change. File storage is cloud-based and will come with full version control, freeing up space currently used on our individual computers and shared sites. Exec members will be able to use the chat facility instead of emails, but if a member is offline, an easy addition will generate an email so they can be contacted if urgent. There is also a planner feature that can assign tasks to members, making action point follow ups from meetings more manageable. AM asked who would take ownership and TE volunteered himself. HG added we may need training and asked how much an enterprise license would cost. TE said we are not currently considered not-for-profit in the UK by MicroSoft, so it would be approximately £9 +VAT per user per month, so roughly £778 per year for the current 6 members. AM/HG said they had used it before but wondered if the benefits were worth the investment. ST said we have the budget and, in her work specifically, it would greatly streamline her processes and reduce the current space taken up on her hard drive with Association files. Additionally, it would also hugely clear up our own inboxes, with all Association messages kept in Office 365 and agreed that Dropbox is no longer suitable for our needs. AM agreed this would be a good benefit and HG recognised it would allow us to organize work more quickly as well as being able to use SharePoint for document version control etc., which will be valuable as we continue to grow as an organization. HG asked the Exec to vote and the majority agreed to trial it for a year and go from there. HG added TE to arrange any necessary training and to oversee a smooth migration from Dropbox (TE said he has a plan in place for this already). HG also asked TE to double check security of the system and permissions and TE said this was all verified, and that documents/conversations could be allocated to specific members to allow permissions as required. HG asked if we could eventually upgrade from 1TB in terms of future-proofing our growth and TE replied, as it's cloud-based this shouldn't be necessary.</p>	<b>TE</b>
<b>189.16</b>	<p><b>(15) Feedback from recent change to Supervision requirements</b>  ST stated that she had had some feedback about our agreed change to the minimum supervision requirements (from the last meeting) from both supervisors and supervisees, and therefore proposed that we amend the</p>	

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	<p>minimum requirement to 6 instances of supervision a year if taken as group sessions, or 6 hours per year if taking as 1-1 sessions, to avoid a situation where a member can attend 2 group sessions a year and have no further supervision. AW added that a few supervisors were unhappy they were not consulted about the change before announcing it, and HG confirmed that its exactly why we want to establish a dedicated Supervisor’s Network. Some feedback was that it was felt we had reduced requirements to other organisations and it was therefore felt that the AfSFH was not promoting high standards. However, HG reiterated that we still exceed the minimum requirements of the NCH/CNHC with a minimum of 6 hours a year for all qualified members (NCH have 6hrs but only for the first 3 years of practice and CNHC have 15hrs in total for CPD and Supervision combined, whereas we treat these separately – 15hrs CPD plus 6 hrs Supervision). HG confirmed that some members had left the Association in the past because they felt the previous requirement was too onerous, and that we had also received this feedback via surveys. There was a wider discussion where ST suggested that group supervision does not provide the same level of support as a 1-1 and group sizes could also affect the amount of dedicated supervision an individual receives. However, HG disagreed, saying it was impossible to suggest that group supervision had less value than 1-1 supervision – both are hugely valuable and provide the opportunity to learn from others and felt we have to keep the requirement - it is only a minimum number for us to be able to benchmark (to get to a stage where we can clearly state to the public that all our members meet a minimum requirement) - members who understand and appreciate the huge value supervision plays in shaping and developing them as a practitioner would always do more in any case. Similarly, if a therapist had a problem with a client, they should be contacting their supervisor for support irrespective of whether they have a 1-to-1 or group session scheduled. HG also added that these minimum requirements are not there for members as a ‘tick-in-a-box’ – if that is their perception, then it is up to us, trainers and supervisors to help people understand and value the true benefits of what supervision is all about. She also acknowledged that a discussion with supervisors before announcing the change would have been helpful, and that this is where an established Supervisor’s Network would be invaluable, and NT added that the change was intended to fit in with the launch of the new website, once membership levels were fully reviewed as well, so the change might have been better understood if actioned then. AW concluded by suggesting solutions as follows:</p> <ol style="list-style-type: none"><li>1. Communicate with Supervisors to acknowledge their feedback and reassure them that we still do have higher supervision requirements than other organisations (to be included in next Comms to Supervisors, ST suggested before the Network Zoom meeting in October) and that we will also:</li><li>2. Promote the benefits of supervision more often to members through our various channels to make sure they appreciate the value of regular supervision and will strive to exceed the minimum requirement when they see the benefit it has on them, their business and their clients by extension.</li></ol>	<p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>NT/ALL</b></p>
--	--	---

## AfSFH Committee Meeting Minutes

**30<sup>th</sup> September 2018, 10.00am – 13.00pm - Location: CPHT, Bristol**

	NT offered to draft something for HG to review.	
<b>189.17</b>	<b>(16) Acceptance of non-CPHT members</b> See 189.4 above	
<b>189.18</b>	<b>(17) Membership Refunds</b> HG has been in touch with other organisations and confirmed that they do not offer pro-rata refunds if a member decides to leave during their membership period, so HG suggested we need to update our T&Cs to clearly reflect that this is our policy also. ST suggested this takes effect from 1 <sup>st</sup> November and NT will oversee the communication of this in the new policy documents and in our new Registration policy.	<b>NT</b>
<b>189.19</b>	<b>(18) UKCHO and wider awareness</b> HG was pleased to highlight that she has been made aware of members receiving client enquiries directly from the AfSFH website recently and our website now appears much higher in Google when searching for 'Solution Focused Hypnotherapy', as a result of the increased traffic from members, which will be of benefit to all members moving forward. HG then added that UKCHO had their annual meeting and have noted discussions around developing possible research to verify and validate hypnotherapy as an effective therapeutic tool in the NHS and has been in contact with the Directors of UKCHO to confirm that the AfSFH would be keen to be involved in any research discussions and to support in any way possible. HG also noted that we have been contacted by members of the public with various queries, and from other individuals (not CPHT trained) wishing to join the AfSFH, and we have also received more online marketing from companies – these are all positive indicators that the profile of the AfSFH is growing, and we can hope that this will only improve once the new website is launched.	
	<b>Time and date of next meeting</b> <i>Executive Meeting via Zoom</i> To be arranged for November – TBC	