

AfSFH AGM Meeting Minutes

27 May 2018, 10.00am – 11.00am - Location: Clifton Practice, Bristol

Present: David Newton (DN), Chair Susan Rodrigues (SR), Trustee,
Alex Bronger (AB), CEO Trevor Eddolls (TE), Head of IT
Helen Green (HG), Journal Editor Polly Hawkins (PH), Membership Secretary
Sacha Taylor (ST), Finance Officer (took minutes)

Agenda:

- (1) Welcome and Opening Remarks - AB
- (2) Financial Report - ST
- (3) IT Report - TE
- (4) Communications & Journal Report - HG
- (5) Membership Report – PH
- (6) AOB
- (7) Voting and Proxy Voting
- (8) Closing Remarks - AB

No.	Minute	Action
	Apologies for Absence Matthew Cahill (MH), Trustee	Accepted
(1)	Welcome and Opening Report AB began the AGM by welcoming those present and confirming Helen Green as the new CEO from 1 st June. HG thanked AB for his contributions as CEO and also thanked PH who is stepping down as Membership Secretary. DN thanked them both for all their hard work. HG added she has 2 strong candidates in the pipeline for replacing PH and, moving forward, she is pleased at the efficiency of the Exec and how well we all work as a team. AB added he is very confident with HG taking over as CEO, as the Association has become much more supportive of its members and is in great shape generally and he feels HG will continue to improve on this, having already been a member of the team for several months, and members will be pleased too at such a smooth handover as a result.	
(2)	Financial Report It proved to be a very busy year from Nov16-Oct17 for the Head of Finance. ST established a system to make the accounting more efficient and accessible and also found and instructed an appropriately qualified accountant to file the accounts with Companies House ahead of the deadline of 31 st July 2017. Working together with the CEO, the Association finally got access to online banking and since July 2017, where possible, our banking has been done online.	

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	<p>Work then started on getting the membership database, Wild Apricot, to allow online renewals, which was achieved through resurrection of the AfSFH PayPal account and members have been renewing online now since October 2017.</p> <p>Currently, ST is managing additional access to online banking for the Membership Secretary to help streamline that function as well as the new CEO.</p> <p>ST then briefly went over the accounts for the previous financial year 01Nov16-31Oct17 (see separate report) and was pleased to say that the financial picture for the AfSFH is stable at the moment. In the last financial year our costs increased, partly due to a larger Executive team. The Association also authorised an increased monthly consultancy fee for each member of the team, as well as the increase in travel expenses to fall in line with Government recommendations. In addition, our growth in members has meant an increase in costs for printing and postage of Hypnotherapy Today.</p> <p>However, we have reduced costs by cancelling old SEO services (where we saw a poor return) and our membership contributions continue to grow as more members join and stay with the AfSFH.</p> <p>As for the year ahead, ST was also pleased to confirm that the accountant who filed our accounts last year was able to do so again this year and all is on track to file our accounts with Companies House well before the deadline of 31st July 2018.</p> <p>ST also updated those present on her recent conversations with HMRC and is continuing to explore whether there are any tax requirements for the AfSFH.</p> <p>AB & DN thanked ST for her contributions and for sorting out the Association's finances.</p>	
<p>(3)</p>	<p>IT Report</p> <p>TE reminded those present that his report covers the website and social media, along with anything else that is IT-related.</p> <p>As at the AGM, on social media the AfSFH currently have:</p> <ul style="list-style-type: none">701 likes on the public Facebook page344 members on private Facebook group716 followers on twitter427 we follow <p>Numbers across all channels continue to increase and there have been a good number of newsletters and the members' blogs are being well received as well. The Facebook private group is brilliant, but still challenging, as it can be confusing to newer members as to what is core CPHT and what other members contribute from outside of that, as well as</p>	

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	<p>ensuring the group doesn't become a replacement for supervision. All Exec members are now administrators for the page and this has helped us collectively to manage any posts that may stray from the group guidelines which are pinned at the top of the page.</p> <p>The new website is now in development which is exciting and all of the PayPal issues have since been resolved so our account is functioning fully again. We are using Dropbox and mega.nz to store online information for sharing internally.</p> <p>AB highlighted that TE continues to be the longest serving member of the Exec and thanked him for everything he does and his support as the Exec has evolved and continues to do so.</p>	
(4)	<p>Communications & Journal Report</p> <p>HG went through her report with the Exec, highlighting the new mission statement which will play an increasing role in communications moving forward. She is also pleased with how the Exec share the creation of the monthly newsletters, which establishes us more as a team.</p> <p>The biggest change noticed is the new look Hypnotherapy Today journal with different features, more science-based articles and HG particularly enjoys the membership page and how well members are interacting with this. DN added he has really enjoyed reading the lovely articles contributed by members and HG said she has been delighted with how forthcoming members have been and the £5 CPHT thank you voucher for articles published has gone down well with members too.</p> <p>HG added how well received DN's interview was as GSJ had provided a vast amount of information to work with and HG took the opportunity to thank DN again for agreeing to do it.</p> <p>Moving forward, HG will continue to be Journal Editor for the time being as well as CEO and is looking forward to attending the NCH conference in June where DN will be speaking. She has put the June edition of the journal back to July in order to include an article on the conference and looks forward to getting some quotes from the many members there on the day too. HG is also happy with the Journal designer and the printing is going well with the new supplier too.</p> <p>AB thanked HG for her hard work and the successful refresh of the Journal.</p>	
(5)	<p>Membership Report</p> <p>PH highlighted the many changes made to membership processing this last year, including students now being able to upgrade by email, as well as online renewals going well since this was introduced. She noted it has also helped in getting members to login and engage with the database more than before. She added we still need to get more students to upgrade and there are still a few minor issues with issuing refunds when</p>	

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	<p>members forget to cancel their standing orders but by the end of 2018 there should be no remaining standing orders in place!</p> <p>Moving forward, Wild Apricot don't seem able to offer anything new, but it looks as if it is relatively easy to introduce automatic member renewal in the system. Once this is set up, emails will need to be updated as necessary and members informed of the change well in advance – this is something the new Membership Secretary can take forward.</p> <p>In terms of membership numbers compared to last year's AGM:</p> <table style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: center;"><u>2017</u></th> <th style="text-align: center;"><u>2018</u></th> </tr> </thead> <tbody> <tr> <td>Full members</td> <td style="text-align: center;">342</td> <td style="text-align: center;">442 (incl 6 international)</td> </tr> <tr> <td>Student</td> <td style="text-align: center;">131</td> <td style="text-align: center;">169</td> </tr> <tr> <td>Admin</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">475</td> <td style="text-align: center;">614</td> </tr> </tbody> </table> <p>AB thanked PH for all her efforts during her time as Membership Secretary, especially with all the IT issues that cropped up during her tenure.</p>		<u>2017</u>	<u>2018</u>	Full members	342	442 (incl 6 international)	Student	131	169	Admin	2	3	Total	475	614	
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(6)	<p>AOB</p> <p>a) Marketing Update</p> <p>In the absence of a Head of Marketing, HG updated those present that GSJ had been planning to promote the AfSFH more through press releases and the DN interview. PH asked whether more focus ought to be made on members' marketing instead of external marketing and AB & HG both agreed and said that was the plan moving forward, with external marketing to come a bit later.</p> <p>b) Associate Membership</p> <p>SR asked what happens when members become pregnant or otherwise need to take a temporary break from membership if they're not practicing. Associate membership covers that situation technically but is in the process of being reviewed. HG added that other organisations don't offer anything but that it is a good idea and there could potentially be two options – 1/ cancel membership (with a pro-rata refund of membership fee paid) and simply re-join when ready, or 2/ have associate membership, where you get some access to benefits but you are taken off the register database, and not required to fulfil CPD/supervision requirements. HG said this should be further discussed at the next Exec meeting as NT is reviewing membership levels. HG said that in the meantime, we would consider any requests of this nature on a case-by-case basis.</p> <p>c) Membership Fee Increase</p> <p>AB suggested increasing the membership fee for the first time since the AfSFH was created in 2011 and asked those present whether it should go to £65 or £70 per year. HG agreed it was time to increase but felt £70 is too high when we aren't where we can be yet in terms of value to members, so £65 seemed more reasonable. The Exec agreed and it was also agreed to implement the increase for renewals from 01 November</p>	HG															

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	<p>2018 in line with the new financial year. ST added the need to highlight this change as soon as possible and HG said she would put it in the next newsletter.</p> <p>d) Updates from DN DN gave an update on CPHT, with 12 schools currently training new students, and a further 12 schools in the pipeline to bring the total up to 24 schools, which is great for broadening the reach of SFH, with lots of people wanting to train at CPHT. This will lead to an increase in membership in due course too. CPHT Poland is the first course to be taught in a foreign language and there are plans for a school in Nice, Berlin, Holland and Liverpool as well.</p>	HG
(7)	<p>Voting & Proxy Voting TE said that 86 members voted which easily met the quorum needed of 10% of membership. The majority of members voted for the Exec to stay in their positions so all current Exec members are to remain in place.</p>	
(8)	<p>Closing Remarks HG thanked AB for being a great CEO and added his energy and enthusiasm will be sorely missed. AB in turn thanked the Exec team and wished them all the very best of luck for the future, and expressed his pleasure at leaving the AfSFH in a good financial position and with plenty of good ideas to work on in future.</p>	