

# AfSFH Committee Meeting Minutes

**16<sup>th</sup> March 2024, 10am - 1pm, Aztec West Hotel, Bristol**

**Present:** Helen Green (HG), CEO  
Trevor Eddolls (TE), Head of IT & Social Media  
Nicola Taylor (NT), Head of Standards  
Andrew Major (AM), Head of Marketing  
Claire Corbett (CC), Head of Membership  
Sally Hare (SH), Head of Communications  
Sacha Taylor (ST), incoming CEO, partial attendance

**Apologies:** Sarah Coward (SC), Head of Finance

## **Follow up from Last Time:**

1. Approval of last Meeting Minutes (26.01.2024)– ALL
2. Update on SLAs for MAW & Membership Database (239.4, 2311.3, 241.2) – TE/AM
3. New Training Schools (incl SFTA) & process for student membership if approved (239.8, 2311.5, 241.3) – HG/NT

## **Rolling Agenda Items:**

4. Marketing Update – AM
5. Standards Update – NT
6. Communications to Supervisors – HG
7. Journal Update and assistance required - SH
8. IT & Social Media Update - TE
9. Membership Update – CC
10. Finance Update – HG on behalf of SC

## **Items Arising this Time:**

11. Facebook Page Management & Updates to Page Rules – ALL
12. AfSFH Exec Members on Social Media – ALL
13. Supervisors' Networking Group - TE
14. AGM preparation – HG/ALL
15. Fellowship Voting – ALL

No.	Minute	Action
	<b>(1) Confirm Meeting is Quorum &amp; Approval of last Meeting Minutes</b>	<b>This meeting was quorate</b>
<b>243.1</b>	<b>Apologies:</b> Sarah Coward, Head of Finance  Minutes of the last meeting 26 <sup>th</sup> January 2024	<b>Approved</b>
<b>243.2</b>	<b>(2) Update on SLAs for MAW and update re: new Membership Database</b> AM confirmed that following meetings with MAW, the 'ticket' system to log issues/errors is now up and running and he has sent the link to the Exec team.  SLAs – MAW have said 48hrs to respond to a ticket – 5 days to respond and fix for less urgent issues. The monthly meetings have now been	

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	<p>reinstated with MAW. MAW will draw up a formal SLA doc – AM to action this with them.</p> <p>Re: Membership application process – CC and AM confirmed that they had been testing the student application process and will allocate some scenarios for the Exec team to test. There still needs to be further work to refine the admin views and functions of the new database. CC and AM to have another meeting with MAW. CC will send out instructions on how to do the testing to the Exec team. Results to be recorded on an Excel spreadsheet. Especially important for SC and ST to test finance processes for applications.</p> <p>AM/CC confirmed students should be able to apply on mobile phones – may still depend on browsers used. To be tested and if fixed, communicated to CPHT.</p> <p>Data transfer from WA will take place after Phase 3 of MAW database has been rolled out live. Exact date to finish with WA will be decided after this date. At this time, comms will need to be sent out to members in case of any delays with data that may be noticed by users.</p>	<p><b>AM</b></p> <p><b>CC/ALL</b></p> <p><b>CC/ALL</b></p> <p><b>SC/ST</b></p> <p><b>CC/ST</b></p> <p><b>CC/ST</b></p>
<p><b>243.3</b></p>	<p><b>(3) New Training Schools – inc. SFTA &amp; process for student membership if approved – update</b></p> <p>After much liaison, SFTA now seem to be eligible for UKCHO approval, and this should be formalized very soon. The following items were agreed for the acceptance of new SFTA members:</p> <ul style="list-style-type: none"> <li>- Students can join when they wish, but CC will require a list of enrolled students from the SFTA schools so that they can be verified.</li> <li>- Students from SFTA will be able to join the AfSFH Facebook group from month 8 (same as other training schools) – this to be further discussed as SFTA courses are 8 sessions over 5-6 months.</li> <li>- Graduates (not from online training) will be able to join as Registered members once they qualify and have insurance etc in place.</li> </ul> <p>NT/ST to communicate this information to SFTA once proof of UKCHO membership has been received.</p> <p>Any other future schools who wish to be accredited by AfSFH will have to meet the eligibility criteria and best practice guidelines outline in the policy document.</p> <p>NT also said that the CPHT SFH conversion course should also meet our criteria for graduates to join but this will need to be confirmed nearer the time. It should be fine because trainees on the SFH conversion course will be required to already have an HPD, and the course will meet the ‘additional learning’ element for SF training.</p>	<p><b>SC to add to the agenda for next meeting</b></p> <p><b>NT/ST</b></p>

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	TE asked if online graduates can do a conversion course to be accepted, and it was confirmed this wouldn't be possible as they need to do 120 hours of face to face tuition and a conversion course would not provide this.	
<b>243.4</b>	<p><b>(5) Standards Update</b></p> <p><u>2024 audits have sampled to date:</u>  100 members, of which:  62 are completed  10 cancelled membership  5 became Associate members  8 extended  15 awaiting further action</p> <p>Lapsed members:  0 being checked  0 chased for logo removal  0 of these renewed  0 resolved/logos removed  0 ongoing  1 Standards enquiries</p> <p>An updated version of the AfSFH Code of Conduct has now been published and is on the website. Of particular note are the updates around ASA guidelines for the use of testimonials.</p> <p>NT said she will scan key pages on our website (ASA/Safeguarding) to check any reference to the updated Code of Conduct is correct.</p> <p>100 audits will have been completed by the AGM. Some articles will be appearing in the Journal, including on informed consent, advertising and confidentiality.</p> <p>CC confirmed she keeps a note of members that choose to cancel in case they later try to rejoin – they must provide evidence for audit before being reinstated.</p> <p>Standards enquiry – including FB posting – to be discussed later on.</p>	<b>NT</b>
<b>243.5</b>	<p><b>(6) Communications to Supervisors</b></p> <p>TE stated that the last Supervisors meeting was not as well attended as usual. Reminders should go in the Supervisors FB page. ST highlighted that there is also a new cohort of Supervisors who have just qualified who would benefit from attending and will potentially be in contact to go in the Journal directory.</p>	<b>TE</b>
<b>243.6</b>	<p><b>(8) Journal Update and assistance required</b></p> <p>SH said the next journal is underway and content is coming along well. It should land on doormats in early May 2024.</p>	

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	<p>The next Podcast guest will be Nicola Griffiths talking about OCD in April, followed by Jackie McCormick in June talking about neurodiversity.</p> <p>The team commented on the variable engagement of the Friday Community Callouts on FB and HG suggested reintroducing some past options as we have new members.</p>	
<p><b>243.7</b></p>	<p><b>(8) IT &amp; Social Media Update</b></p> <p><u>We currently have:</u>            576 members on our Facebook group            2030 followers on our FB page            449 we follow on X/Twitter            871 following us            673 we follow on Instagram            710 Instagram followers            148 followers on LinkedIn            110 followers on Threads</p> <p>TE highlighted that our X/Twitter followers have increased slightly following the previous downturn. All other followers and SM platforms continue to increase steadily.</p> <p>TE shared the SEO report from MAW and showed some highlights.</p> <p>Mailchimp has now been cancelled. TE to try MailerLite for newsletters and will set up a new template for this.</p> <p>CPD uploads – functionality nearly ready for people to upload their CPDs directly to the website similar to how the blogs work. TE will still need to approve before publishing a CPD listing. ST asked TE to send the CPD form link to the team to test it works before going live.</p>	<p><b>TE</b></p> <p><b>TE</b></p>
<p><b>243.8</b></p>	<p><b>(9) Membership Update</b></p> <p><u>We currently have:</u>            862 Registered members            188 Student members            22 Associate members            3 International  <u>4 Admin</u>            1079 in total</p> <p>CC confirmed there are no other updates, other than items already discussed in 243.2.</p>	
<p><b>243.9</b></p>	<p><b>(10) Finance Update</b></p> <p><u>Funds in Bank – up to 16Mar24:</u>            01-Nov-23: £77,460            25.01.2024: £81,692</p>	

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	<p>Surplus YTD (inc PayPal): £4,232</p> <p>Cyber Insurance has now been approved and paid.</p> <p>Exec to upload invoices in the coming week and CC to see if she can now auth via the bank.</p> <p>HG also asked ST to remove her from Companies House once CEO transfer has been completed by 1<sup>st</sup> April.</p> <p>SC to chase accountant for an update on our accounts filing with Companies House.</p>	<p><b>ALL/CC</b></p> <p><b>ST</b></p> <p><b>SC</b></p>
<b>243.10</b>	<p><b>(4) Marketing Update</b> MAW SLA/ticket system covered in previous item 243.2 above.</p> <p>Content strategy work – AM has a plan for new content around new pillars – one piece of pillar content (with cluster content) to aid Google search and membership. AM has received feedback from Exec about the Content plan – final version to be sorted. Sections of content to be allocated to the Exec team for production. TE highlighted that the 10<sup>th</sup> place search term was ‘alcohol’ so it was agreed AM will add this to the list.</p> <p>Web performance shows users increased slightly and a slight decrease in time on page.</p>	<p><b>AM/ALL AM</b></p>
<b>243.11</b>	<p><b>(11) Facebook Page Management &amp; Update to Page Rules</b> The FB page rules (pinned post) need to be updated to include no posting/commenting that includes advertising of any kind, including supervision or materials for sale and no selling/upselling of any kind as the FB group is not a marketplace page.</p> <p>In addition, it was agreed to add ‘no commenting/posting any complaints, disparaging comments or negative remarks about any training schools, CPD providers or other therapists’ – highlighting any such posts will be removed. If someone has any issue with a particular training or CPD provider, they should take it up with that provider directly. The AfSFH is not a training or CPD provider, therefore such discussions should not feature on our community support page.</p> <p>Once page rules updated a post should be made from admin in FB group.</p> <p>It was also agreed that the ‘3 joining questions’ for being added to the closed FB be updated to confirm that someone will read and adhere to the page rules. TE to update.</p>	<p><b>ST</b></p> <p><b>ST</b></p> <p><b>TE</b></p> <p><b>TE</b></p>
<b>243.12</b>	<p><b>(12) AfSFH Exec Members on Social Media</b> There was discussion about the need for the Exec team to be completely neutral in responding to any posts on the FB page. Although we are individuals, it may be possible that some people could interpret</p>	

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	<p>personal views of an Exec member as representing the AfSFH, even when posting as themselves. The team were reminded of the need to be impartial and to think before responding to comments when posting as themselves. The Exec team will also need to remain vigilant about monitoring posts on the page, although understandably this cannot be achieved 24hrs a day. It was agreed all Exec team should be admin of the FB group team to assist the process.</p>	<b>TE</b>
<b>243.13</b>	<p><b>(13) Supervisors' Networking Group</b>  TE said only 4 Supervisors attended the last group in January and he wondered if the reason for the reduction was because it only counts towards CPD and Supervisors would value it more if the format were changed to Supervision (ie attendees discussing client issues). ST commented that she hadn't seen it advertised so had missed the session, despite being available, and wondered if that was the reason for the lower than usual attendance, if others missed the notice too.</p> <p>ST reminded the team that we had discussed the purpose of the Networking meetings last year and felt it should remain as a forum for Supervisors to meet together to discuss supervision and explore how the AfSFH can best support them. TE felt it would have more value if the format changed to Supervision but NT highlighted that it would mean formal recording of attendees for it to be audited supervision, and that it may be seen as the AfSFH undermining Supervisors who host other Supervisors if they attended our group instead of their usual Supervision.</p> <p>ST felt we would need to hear the wider voice of Supervisors, so she suggested the team decide what the change options might look like before then putting a poll out to the Supervisor cohort.</p> <p>HG added that whatever is decided, it has to be clear and made clear to Supervisors.</p>	<b>ST/ALL</b>
<b>243.14</b>	<p><b>(14) AGM Preparation</b>  HG reminded all members of the Exec that their reports are due for compiling the next AGM report. Deadline for submissions is 8<sup>th</sup> April. Exec to upload their sections to the SharePoint AGM folder.</p>	<b>ALL</b>
<b>243.15</b>	<p><b>(15) Fellowship Voting</b>  Two AfSFH members were nominated and unanimously voted to become AfSFH Fellows. Their appointments will be formally announced at the AGM. ST to notify them in advance of the meeting. Bios will be needed for adding them to the website after the AGM has taken place.</p>	<b>ST</b>
	<p><b>Time and date of next meeting:</b>  <i>AGM</i>  Friday, 17<sup>th</sup> May 2024, 9am-10am  <i>Executive Team Meeting</i>  Friday, 17<sup>th</sup> May 2024, 10am-12pm  <i>Online via Zoom</i></p>	