

## AfSFH Committee Meeting Minutes

**22<sup>nd</sup> September 2023, 9.00am – 12.00pm – Online via Zoom**

**Present:** Helen Green (HG), CEO  
 Trevor Eddolls (TE), Head of IT & Social Media  
 Nicola Taylor (NT), Head of Standards  
 Claire Corbett (CC), Head of Membership  
 Sally Hare (SH), Head of Communications  
 Sacha Taylor (ST), Head of Finance (took minutes)

*Follow up from Last Time:*

1. Meeting Quorum & Approval of last Meeting Minutes – ALL

*Rolling Agenda Items:*

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

*Items Arising this Time:*

9. AfSFH Relationships and Processes with Training and CPD Providers - ALL
10. Feedback from CPHT Senior Lecturers' Meeting – ST
11. Succession Planning and Process – TE/ALL

No.	Minute	Action
	<p><b>(1) Confirm Meeting is Quorum</b></p> <p><b>Apologies</b>            Andrew Major (AM), Head of Marketing</p> <p>Minutes of the last meeting 12<sup>th</sup> May 2023</p>	<p><b>This meeting was quorate</b></p> <p><b>Accepted</b></p> <p><b>Approved</b></p>
239.1	<p><b>(2) Communications to Supervisors</b></p> <p>HG is putting notes from the last networking meeting into the newsletter and said the next topic for discussion would be around how to support Supervisees who receive a third-party request for client data.</p> <p>Ahead of the next networking meeting on 3<sup>rd</sup> October, ST asked what we would say in response to a request raised at the last meeting to have a page on our website where Supervisors could list their group sessions. HG pointed out this may be difficult to manage from a technical viewpoint but that it may also be unfair for supervisors who do not offer group sessions. ST highlighted that the Supervisors suggested it could be similar to the CPD advertising page and that it was initially suggested as a means for Supervisors to easily see who has a group session coming up that they themselves may wish to attend. NT suggested that this may be better to mention such meetings on the closed Supervisor's FB group page instead and ST agreed this could be a good compromise. HG shared the summary comment she was planning on including in the</p>	<p><b>HG</b></p>

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	<p>newsletter that said we will continue to consider this suggestion moving forward, but that Supervisors can put such info/ask for any upcoming groups to join in the closed Supervisors' FB group for now.</p>	
<p><b>239.2</b></p>	<p><b>(3) Journal Update &amp; Assistance required</b>            SH said the next podcast due out is with Adam Eason, Hypnotherapist and Sports Psychologist. The one after that will be a 'Christmas Stress Special' and will include a Christmas themed relaxation.</p> <p>SH then asked the team for more ideas and inspiration for the Friday Callouts – engagement is growing, and some posts are proving very popular. NT suggested asking for members' awkward present-wrapping stories.</p> <p>HG asked about articles for the website and webinars, such as 'how to make the most of your profile' and this is still in progress. HG also asked TE/SH about revisiting the New Year countdown social media campaign we did last year.</p>	<p style="text-align: center;"><b>ALL</b></p> <p style="text-align: center;"><b>TE/SH</b></p>
<p><b>239.3</b></p>	<p><b>(4) IT &amp; Social Media Update</b>  <u>We currently have:</u>            549 members on our Facebook group            1,925 likes on our FB page            449 we follow on Twitter            868 following us            611 we follow on Instagram            648 Instagram followers            148 followers on LinkedIn            80 followers on Threads</p> <p>TE shared social media statistics, where everything continues to go in the right direction and Threads engagement is growing nicely.</p>	
<p><b>239.4</b></p>	<p><b>(5) Membership Update</b>  <u>We currently have:</u>            812 Registered members            172 Student members            21 Associate members            3 International  <u>4 Admin</u>            1012 in total</p> <p>CC shared that there are no new updates on the process overhaul with MAW. Testing was due before the summer holidays, but she isn't sure where we are with that now. She has raised a few queries recently, but MAW are slow or silent in return. It was highlighted that MAW had a cyber-attack over the summer, on top of Matthew's break for his wedding, so MAW have been very busy, but AM has indicated slow response times for a while now too, so we will follow this up to ensure service levels are being met.</p>	

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	<p>CC went on to say membership numbers are slightly down due to a lower number of applications at this time of year. She has double checked, and the systems are working, so when new courses get underway, we should see applications pick up again.</p> <p>The majority of her work now is dealing with individual membership queries, and she highlighted again the need to ensure we have SLAs in place with MAW moving forward.</p>	<b>AM/CC</b>
<p><b>239.5</b></p>	<p><b>(6) Finance Update</b>  <u>Funds in Bank – up to 22Sep23:</u>            01-Nov-22: £66,869            22-Sep-23: £74,600            Surplus YTD: £7,731</p> <p>ST said the financial position of the AfSFH remains strong, and the end of the financial year is coming up (31<sup>st</sup> October).</p> <p>She mentioned the Cyber Insurance quote previously discussed at the Away Day and asked the team if they felt it was important to get it in place now or to wait until we leave WA. As things stand currently, that may not be due for a while and, given the cyber-attack with MAW recently, ST agreed to get the quotes done now to ensure we have good cover.</p> <p>ST added that, despite some issues logging into WA that AM kindly helped solve, she has now changed our subscription from annual to monthly payments, so we can leave when we are ready.</p>	<b>ST</b>
<p><b>239.6</b></p>	<p><b>(7) Marketing Update</b>            HG highlighted marketing updates on behalf of AM as follows:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> SEO shows our website is performing well.</li> <li><input type="checkbox"/> There has been an increase in searching the directory, but we need more to click on landing pages, so expanding further content is needed.</li> <li><input type="checkbox"/> We are working towards a focused content plan where keywords link to articles.</li> <li><input type="checkbox"/> Companion article back-linking to website could improve, so we need to encourage members who submit articles to share it on their website and platforms. HG will put this in the next newsletter. TE added they will get some of our authority as a result too.</li> <li><input type="checkbox"/> AM is working on a new bio descriptor for blog/article authors; webinars; asking members to complete their profiles; encouraging members to add our seal to their websites.</li> </ul> <p>HG added that AM has found delays with MAW challenging over the last few weeks. Matthew is working through CC's test processes, then once MAW have finished, AM can allocate testing between the rest of the team to ensure we identify any issues and provide feedback.</p>	<p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>CC/AM ALL</b></p>

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	When AM is back, he plans to review project timelines as a priority.	<b>AM</b>
239.7	<p><b>(8) Standards Update</b>  <u>2023/24 audits have sampled:</u>  40 members, of which:  28 are completed  3 became Associate members  5 cancelled membership  4 extended  0 getting ongoing support</p> <p><u>Lapsed members:</u>  0 being checked  0 chased for logo removal  0 of these renewed  0 resolved/logos removed  0 ongoing  2 Standards enquiries</p> <p>NT shared the latest data for the most recent audit in Jul/Aug – it was a more challenging cohort for this audit and 2 members had membership cancelled as they didn't engage with the process at all. The next audit begins on Friday.</p> <p>There are two new Standards enquiries NT has been looking at – one from a member and the other from a member of the public.</p> <p>NT is reviewing our Code of Conduct and ASA CAP areas.</p>	<p style="text-align: center;"><b>NT</b></p> <p style="text-align: center;"><b>NT</b></p>
239.8	<p><b>(9) AfSFH Relationships and Processes with Training and CPD Providers</b>  HG and NT investigated a complaint against one of the CPD providers that advertises on our website. They concluded the CPD provider hadn't done anything wrong as their listing was clear about the outcome of what the training involved, but it identified the need to reinforce the message that the AfSFH does not endorse any of the CPD listings on our website and that it is up to members to explore what the CPD provides to ensure it meets their needs. Additionally, as CPD options are very varied (books, podcasts etc), members need to choose the best methods for themselves. ST asked whether we still need the CPD page at all? It was generally agreed to keep the page as it provides a benefit to members. HG then said we need to adjust the text on the website CPD page to make clear that a CPD may not lead to a 'qualification' per se but could constitute CPD hours, so people should check before they commit to a CPD event that they are clear about its outcomes. HG said we also need to reinforce the fact that lots of activities can constitute CPD other than attending training courses and that we should add links to the podcasts, blogs, journal archive and Knowledge resources pages on the CPD page to emphasize this – TE to add. ST suggested a webpage for book reviews, and TE said we could put them back in the Journal as we used to do that.</p>	<p style="text-align: center;"><b>TE</b></p> <p style="text-align: center;"><b>TE</b></p>

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	<p>CC asked if we could invite members to share short video book reviews on our website and ST agreed this would be good for our content and it provides an ongoing resource for new graduates moving forward. CC added it would be a good way to engage members and encourage them to be more involved with us. TE said it was possible to upload them to YouTube and then embed the links into our website. HG said she would look at adding 'book review snippets' to our newsletters.</p>	<p><b>HG</b></p>
	<p>HG/NT have been working on the new, combined CPD/Supervision log and this is now ready to share. It will need to replace the separate CPD and Supervision logs on the respective website pages as well as replacing the 2 separate forms under the Quick Resource list on the Dashboard pages. TE/AM to liaise with MAW to sort.</p>	<p><b>TE/AM</b></p>
	<p>The AfSFH have been approached by a new training school provider for Solution Focused Hypnotherapy (SFTA). The AfSFH have to adhere to CNHC/UKCHO requirements, as per our responses to the recent quality audit with CNHC, when considering to accept a new provider. There are some things we still need to address with the provider, and we would need to create a new process regarding student membership. This will need to be looked at in the future as the new database development project will likely change the applications process. Previously, the AfSFH have accepted members who have trained outside of CPHT, but who met the previous learning requirements as stated on our website (Hypnotherapy qualification plus an SFBT qualification). HG said that based on the information we have received so far, there would be no reason not to accept future SFTA graduates as the training provision meets the requirements we have to adhere to. This would only apply to taught courses and not distance learning only courses. We would also need to closely look at the criteria for any SFH conversion courses, to ensure that the training would meet the requirements. HG/NT also said we need to formalize the set of processes/rules that would apply to any training school provider so that we can demonstrate that we can impartially assess any requests in the future. CC added we also need to include a process for coming away from a training school/what to do with existing members if a school falls into disrepute or ceases trading. This will be looked at in the future. HG did make clear that any complaints relating to a training provider (Courses or CPD provision) fall outside of the AfSFH's remit unless individuals involved are members of the Association, in which case any formal complaints will be dealt with in accordance with our procedures and measured against our Code of Conduct. It was also noted that in the future, materials about the AfSFH given to training schools will need to be updated, especially regarding applications/upgrades following the database work.</p>	<p><b>HG/NT</b></p>
	<p>Moving on, TE asked about how we manage our relationships with training schools - do we act as a separate entity with no involvement or act as a critical friend e.g., in situations where members raise a complaint, such as using a member's CPD materials without permission? HG said the AfSFH has a difficult task in trying to be both! Any issues with a training/CPD provider should be taken up with them directly; if we were contacted formally by a member about any breaches relating to our</p>	<p><b>NT/HG</b></p>

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	<p>Code of Conduct then we would investigate appropriately. HG also highlighted that intellectual property law is challenging and difficult to navigate. ST agreed that if a complaint was raised by an individual, the complainant should contact the training school directly as we are not responsible for training schools – we aren't a 'critical friend' as such in our role as a membership organization, because we don't know what content is/isn't in terms of training and CPD provision. CC countered that if we receive a complaint from a member, we need to investigate it regardless, following due process and remaining impartial. She added we do need to be a critical friend, especially if an issue is raised multiple times, where ST could then raise it with the appropriate school. ST asked if it is worth us keeping a list of any reports we are made aware of (i.e. not formal complaints but raised concerns) and NT confirmed she already does this as part of due diligence. NT suggested that our relationships with CNHC/NCH etc. could come under this area too, as we also have a liaison relationship with them in addition to training providers.</p>	
<p><b>239.9</b></p>	<p><b>(10) Feedback from CPHT Senior Lecturers' Meeting</b>  ST shared the discussions had at the recent CPHT Licensee meeting she attended. She explained the current process of how schools manage applicants with a criminal conviction and NT hopes the conversation will lead to them creating a more formal process across all schools. NT asked if we have a tick box for this with student applications and CC confirmed there is one before they can submit. CC has also asked for this to change from a single tick box to cover a full list of declarations to having a tick box for each declaration in turn. This will be part of the new database development.</p>	
<p><b>239.10</b></p>	<p><b>(11) Succession Planning and Process</b>  TE explained that during discussions at our Away Day dinner earlier this year, HG indicated that she may step down at some point in the future, but TE suggested we need to formalise this process and involve the whole team in terms of who would eventually replace her. He explained that, historically, new CEOs had been 'parachuted in' without having any prior experience in the team, and that HG was the first CEO to be appointed from within the team. Now the team is bigger and our membership is over 1000, he suggested any newly appointed CEO should be agreed by the team. He asked for a procedure to be created for when HG eventually decides to step down, that can then be used for future CEOs. TE added it should ultimately be the team that decides who is the best candidate. ST thanked TE for raising this, and she was keen to get clarification - the team had previously discussed this at the 2022 Away Day and had voted ST in as 'Deputy CEO' to offer support to HG and to effectively learn the role with a view to stepping in if needed. ST explained that this role had never been expanded, so she wondered if it is worth keeping this in place or shelving the role of Deputy CEO in favour of a new strategy. HG explained her role is mainly firefighting, so not a structured role that could be easily shadowed by a deputy, but that having a named back-up is important for business continuity. She added that, having taken on the CEO role in 2018, she appreciates the benefit of introducing new energy and a fresh perspective and that it will be good for the team in the future. Legally, HG said it is the obligation of the CEO</p>	

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	<p>to appoint a successor, but she is happy to share this obligation with the team and has a few ideas of people to nominate when the time comes. In the meantime, HG asked all Exec members to produce a 'handover' document that would provide a detailed description of what each team member does. This would go beyond the basic logistical information currently held in the BCP document and enable any other Exec member to take on/cover another Exec member's role in the event of holiday/illness or absence. HG will create a folder on SharePoint for each Exec member to upload a job description and handover document as part of our BCP processes.</p>	<p><b>HG/ALL</b></p>
	<p><b>Time and date of next meetings</b> <i>Executive Team Meeting</i> Sunday, 26<sup>th</sup> November 2023, 10am-13pm <i>Aztec Hotel, Bristol</i></p>	