

AfSFH Committee Meeting Minutes

23rd January 2022, 10.00am – 13.00pm – Online via Zoom

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

Follow up from last meeting:

- (1) New Website Launch Update (incl tech issues) (2111.1) - HG
- (2) Ionos Update (211.13, 213.4, 215.3, 217.2, 219.2, 2111.1) – TE
- (3) Content for Schools, eg Digital Leaflets (219.7, 2111.3) – SH/CC
- (4) AfSFH Away Day (2111.12) – HG

Rolling Agenda Items:

- (5) Communications to Supervisors - HG
- (6) Journal Update & Assistance required – SH
- (7) IT & Social Media Update – TE
- (8) Membership Update – CC
- (9) Finance Update – HG on behalf of ST
- (10) Marketing Update (incl. update on SEO & website) – HG on behalf of AM
- (11) Standards Update – NT

Items Arising This Time:

- (12) Future Promotional Activities – HG

No.	Minute	Action
	Apologies Andrew Major (AM), Head of Marketing Sacha Taylor (ST), Head of Finance	Accepted
221.1	(1) New Website Launch Update (incl tech issues) HG passed on several updates from AM regarding the website, and his thanks to everyone whilst we have been dealing with some issues. At present, there are 2 outstanding issues, which are detailed on the Excel file. As proposed by AM, the team agreed the following priorities for the website moving forwards: Next Steps: 1. Resolve remaining 2 open issues with website functionality (January) 2. Agree with MAW service monthly care package (February) 3. Focus on membership engagement to get content urgently onto website (February onwards) 4. SEO strategy plan, reporting & content creation (plan and reports by March content ongoing) 5. Consider next phase of development required (April/Away Day?) Step 1 – issues that are ongoing seem to be similar, and MAW are currently investigating. CC mentioned that most members have been	

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	For steps 4 and 5 – it was agreed that these will be discussed at the Away Day. HG to review the original quoted options for SEO/care package by MAW before this.	ALL/HG
221.2	<p>(2) Ionos Update</p> <p>TE thanked all the Exec for their patience regarding the migration. He updated the team on how things were going and held a separate meeting with HG earlier in the week and has since tried to work with IONOS to update our account holder details so that we could migrate with authentication from GoDaddy. This is now considered a non-option, so TE asked all EXEC members to ensure they have saved any old email content that they would need before the old IONOS mailboxes are deleted. This must be done by Friday 28th Jan. Most Execs had already completed this and will also try and access new SharePoint and Teams with GoDaddy. TE will close our IONOS account on Friday 28th and we will make one final payment to them to cover our access over January.</p>	ALL TE/ST
221.3	<p>(3) Content for Schools, eg Digital Leaflets</p> <p>SH, CC and HG have been working on the 2 student leaflets – CC just to have a final check through. These will then be sent to the designer for completion, with a view to getting these to CPHT for distribution by end of February (or sooner).</p>	CC SH/HG
221.4	<p>(4) AfSFH Away Day</p> <p>HG asked everyone to confirm attendance at the Away Day on 12th March. This will be from 10am to 5pm and we will hold the next Exec meeting on the day as well. Some people may not be able to stay for dinner etc, but details will be finalised nearer the time. HG to book venue once date confirmed with ST and AM.</p>	HG
221.5	<p>(5) Communications to Supervisors</p> <p>The latest supervisors’ newsletter was sent out this week. HG and TE to hold the next Supervisors Group Meeting on Tuesday 25th January – HG said she would also encourage those attending to complete their profiles and suggested TE do a quick run through online to help anyone if needed.</p>	HG/TE
221.6	<p>(6) Journal Update & Assistance required</p> <p>HG thanked SH for the latest edition and is delighted that the new journal is now printed from recycled paper and that the envelopes used for posting are now also recycled (following liaison by SH with the fulfilment company). SH said that she already has a few articles in the pipeline for the next edition including on the benefits of Reciprocal therapy, needle phobia case study and another metaphor etc. SH will also look forward to receiving an article on Clinical Wills from NT and asked for another prompt to be given to any supervisors who want to be included in the next edition – HG will post in the supervisor group again and mention at the Supervisors Group Meeting.</p>	NT HG

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	<p>HG updated the team that ST has looked into the 'unpaid subscriptions' in PayPal and members are either lapsed/cancelled or paid in full (presumably by other means). No further action required.</p> <p>HG also discussed the corporate/social responsibility concept and said many of these may have a financial impact. Of particular note, may be establishing a formal alliance or affiliation with selected groups of charities etc, which can be further discussed at the Away Day. Some of these topics may also benefit from input from the membership in due course, similar to a survey we did pre-covid, where AfSFH liaison with healthcare professionals and education were the 2 main sectors that members felt we should focus on. More details to be discussed and agreed on 12th March.</p>	ALL
221.10	<p>(10) Marketing Update Section covered under item 221.1.</p>	
221.11	<p>(11) Standards Update NT provided some details about ongoing audits and standards enquiries and asked for clarification as to how this info should be presented in the data dashboard – HG confirmed that (as an example) if a standard enquiry came in during December, it should be included in the December data only, even if the enquiry carried on until March etc. NT to add info in this way. NT also confirmed that the number of audits will start to increase as membership numbers continue to increase. HG and NT confirmed that appropriate action with the police would be taken in relation to an ongoing enquiry if required.</p> <p>NT has also been looking at information regarding Clinical Wills, in liaison with HG. Although not a nice topic, this should be an important area for members to consider, with NT stating that researching the topic had already got her thinking about her own arrangements. HG said that although we don't want to be mandating members to do such things, it is helpful for us to provide some information for those that want it. Once the info has been reviewed, this can be added to the website, and NT also offered to write a short article on the topic for the next Journal edition.</p> <p>NT has also been looking into environmental policies that may be of interest to members (including ISO:14001:2015) and also the AfSFH as an organization and will discuss this at the Away Day. From an AfSFH viewpoint, this may become part of our Corp/Social/Env policy moving forward. HG noted that she has a history of conducting ISO audits and producing requirements for certification if we ever wanted to go down this route.</p>	<p>NT</p> <p>HG/NT</p> <p>NT/HG</p> <p>NT</p>
221.12	<p>(12) Future Promotional Activities HG recently was given an opportunity to hold a talk with a large group of doctors and surgeons. Sadly, this event has now been cancelled, but HG said she wanted us to start thinking about attending such activities now that the covid-19 landscape is changing in the UK. HG said that our input at such events would need to provide value for money and be carefully</p>	

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	<p>planned to maximise benefits – this could include attendance at specific medical/healthcare conferences etc and should be discussed more at the Away Day. The team also talked about what we could offer to members who were attending their own events and whether we could provide an 'AfSFH pack' or something like that, that members could use. To be discussed further at the Away Day, and HG asked all Exec members to start looking out for potential opportunities. HG also confirmed her attendance at a CNHC meeting on behalf of the AfSFH due in June.</p>	<p>HG/ALL HG</p>
	<p>Time and date of next meetings <i>Executive Team Away Day</i> Saturday, 12th March 2022, 10am-5pm Aztec West Hotel</p>	