

AfSFH Committee Meeting Minutes

26th November 2023, 10.00am – 13.00pm – In Person - Aztec West Hotel

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), Outgoing Head of Finance
 Sarah Coward (SC), Incoming Head of Finance (took minutes)

Follow up from Last Time:

1. Meeting Quorum & Approval of last Meeting Minutes - ALL
2. New Year Countdown Social Media Campaign (239.2) – TE/SH
3. Update on SLAs for MAW (239.4) – TE/AM
4. Website Text Updated for CPD & Knowledge Resources pages (239.8) – TE
5. New Training School SFTA & process for student membership if approved (239.8) – HG/NT
6. Team to create and upload job descriptions and handover documents to SharePoint folder Documents/Executive Management/Exec Handover Documents (239.10) – ALL
7. CEO Succession Planning and Process (239.10) - ALL

Rolling Agenda Items:

8. Communications to Supervisors – HG
9. Journal Update and assistance required - SH
10. IT & Social Media Update – TE
11. Membership Update – CC
12. Finance Update – ST/SC
13. Marketing Update – AM
14. Standards Update – NT

Items Arising this Time:

15. Exec Meeting Dates for 2024 - ALL

No.	Minute	Action
	(1) Confirm Meeting is Quorum	This meeting was quorate
	Apologies	n/a
2311.1	Minutes of the last meeting 22 nd September 2023 HG – thanked everyone for their attendance and thanked Sacha for her hard work as Head of Finance over the past 7 years for the AfSFH, and formally welcomed Sarah Coward, in taking over Sacha’s role, to the executive team. Sarah introduced herself to the team and the exec team introduced themselves to Sarah.	Approved

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2311.2	<p>(2) New Year Countdown Social Media Campaign</p> <p>TE/SH confirmed historically we've done 'Solution Focused Santa'. TE confirmed that he and SH have some ideas for this year including 'Neuro Facts Santa' (Brain Facts). A general discussion was had, and other ideas suggested and HG asked TE and SH to see what they come up with – they confirmed it's on their radar to sort out and all will be in hand to start on 1st Dec.</p>	TE/SH
2311.3	<p>(3) Update on SLAs for MAW</p> <p>AM confirmed improvement is needed as current response times and support from MAW is not as quick or responsive as we'd like it to be. AM confirmed the current support process which involves emailing MAW with any issue which is dependent on Matthew at MAW (or his assistant Sarah) being available and responsive and there are no formal response times agreed; - it's all a bit 'hit and miss'. AM confirmed that in terms of improvement and actions he wants to reinstate the monthly meetings with MAW which will focus on SEO updates and all other matters and actions outstanding. CC also suggested that as well as a regular meeting, reinstating the tracking spreadsheet (re: new database development) could be helpful. HG suggested where we've logged issues, we could put a 'date issue raised' column in and we could create rules on the spreadsheet for e.g., after 7 days an alert to a missed deadline, so that AM/MAW can see what's pending and outstanding. CC agreed but suggested the first step would be to have a 'date issue raised' as a good start which will enable us to keep better track of responses and any delays. HG also suggested AM discusses with MAW what 'ticket' system or other type of 'alert system' he uses with other clients that might be helpful and that we could possibly adopt too. Action: AM to contact MAW and come up with an improved SLA process and report back after the meeting with MAW next week.</p>	AM AM
2311.4	<p>(4) Website Text Updated for CPD & Knowledge Resources pages</p> <p>HG confirmed TE/MAW have added events and knowledge resources for CPD etc. to the website. These show all options that count towards CPD for members. The members' Supervision and CPD logs are now combined into one document and are available on the Dashboard and CPD/Supervision pages for members to download and use.</p>	
2311.5	<p>(5) New Training School SFTA & process for student membership if approved</p> <p>HG confirmed that there were no further updates from SFTA (new training school). HG and NT to outline the standard process CNHC requires from us in how we assess new training providers and to provide an overview of this. Action: HG/NT to produce a policy document that shows how new providers are assessed. (Note: the SFTA first student intake is anticipated to be April 2024). The questions raised by the discussion were how we will differentiate the people who have done the 'full in person course' vs those doing a distance learning online course only. (Note: AfSFH would only accept graduates who have completed</p>	HG/NT

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	<p>the full in person course). SFTA in person full course is 6 months in length. There was a general discussion around whether a student membership is worth offering given the reduced time and for us to make this available. CC said we would have to be clear on the process when someone applies. There was a general discussion about if/how we accept student members. ST suggested we will need to revisit this conversation when more is known from SFTA. ST also suggested the NCFE could be a good source to qualify and verify applicants from online or in person courses offered by SFTA (different codes for different courses). CC cautioned against a 'bespoke process' just for SFTA and to ensure a robust process for all training schools. HG reiterated that we need to standardise our processes/rules and to ensure that these are clear. Action: HG & NT outline the training provider criteria and seek clarification regarding students so that future processes can be defined.</p>	<p>HG/NT</p>
<p>2311.6</p>	<p>(6) Team to create and upload job descriptions and handover documents to SharePoint folder Documents/Executive Management/Exec Handover Documents</p> <p>HG reminded Exec team where the folder for saving job descriptions and handover notes for each exec role on SharePoint can be found and asked the exec team to upload a handover word doc for each of the exec roles to this location, so that anyone could pick up and use if needs be i.e. if another member of the exec has to step in to cover another's role. Action: all members of the team to check and upload if not already done so. NT confirmed she's starting to standardise the regular comms and emails she uses and this will be detailed in her document.</p>	<p>ALL</p>
<p>2311.7</p>	<p>(7) CEO Succession Planning and Process</p> <p>HG confirmed that she's been CEO for 5 years and it is down to her as CEO to find a successor (she's one of two registered directors on Companies House). HG highlighted that any future CEOs should not be affiliated with any training school/provider to retain impartiality (especially important when dealing with complaints) and must be someone who would be legally permitted to be registered as a director. HG is required to give 3-6 months' notice and confirmed that by the time of the next AGM she would like to step down and hand over to someone new. HG would like anyone present from the executive team to nominate themselves or other candidates for her to do some 'due diligence' then the team will be consulted. HG would be happy to have someone within the exec team or known to the team. HG advised it would be better to avoid any candidate currently affiliated with any school (but delivering CPDs as a private practitioner would be acceptable). Impartiality is of great value. CC suggested a list of nominees should be drawn up and would like to suggest a team decision. CC asked how a new CEO would be removed if they turned out to be unsuitable and HG confirmed that any trustee or legal director, would have powers to remove a CEO if necessary. Similarly, if any issues arose with Executive Committee members, it would be the CEO's responsibility to terminate their consultancy if necessary. HG confirmed that as part of the succession plan, she wants to hand over at next AGM. Action: HG gave formal notice of resignation at the meeting and will stand down at the next AGM</p>	

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	in May 2024. Action: names of any interested nominees/applicants to be sent to HG by the end of January 2024 (before next exec meeting).	ALL
2311.8	<p>(8) Communications to Supervisors</p> <p>HG confirmed that a meeting with Supervisors was held in October 2023. Action outstanding: HG to produce the next newsletter to supervisors – HG confirmed a supervisor Christmas newsletter is upcoming. Dates for the next meeting(s) will be confirmed by TE and supervisors will be informed that we're reviewing the member code of conduct - this will happen next year.</p>	<p>HG</p> <p>TE/HG</p>
2311.9	<p>(9) Journal update and assistance required</p> <p>SH confirmed that the next edition of the Journal is ready to go on Monday 27th Nov. (SC will have an article). It will land with members in January 2024. SH also confirmed that the Christmas podcast is written. (De-stress over Christmas and SH has written a suitable relaxation). Andy Workman is confirmed as the next AfSFH Podcast guest re: subject of PTSD. Action for all: Any ideas for other podcast guests should be sent to SH. CC suggested founders of 'Hypno for Children' – she'll send details to SH.</p>	ALL/CC
2311.10	<p>(10) IT & Social Media Update</p> <p><u>We currently have:</u> 558 members on our Facebook group 1,946 likes on our FB page 446 we follow on Twitter 869 following us 644 we follow on Instagram 680 Instagram followers 145 followers on LinkedIn 86 followers on Threads</p> <p>TE confirmed he'd sent out members e-newsletter this week and experienced quite a few undeliverable and 'bounce backs'. TE deleted them. (He's not using Mailchimp as yet and he noted that there had been previous discussions that MAW were to set up and use Mailchimp – but this hasn't happened). There were 12 undeliverable or out of office notices. AM suggested TE share the link to the newsletter on FB group. CC asked that TE send her the list of 'undeliverables' and she will try and help and resolve. TE will do this in December. TE confirmed also that IG numbers are rising and Threads going up slowly. (Twitter dropped but creeping up). TE confirmed people using Facebook as a viewing tool. ST: raised issue of side chats coming up in FB Messenger and that member conversations can take place off the FB page but in Messenger (side chat). Action agreed: TE to investigate and disable this function as we can't moderate this side-chat in FB Messenger.</p>	<p>TE/CC</p> <p>TE</p>

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2311.11	<p>(11) Membership Update <u>We currently have:</u> 807 Registered members 222 Student members 20 Associate members 3 International <u>4 Admin</u> 1056 in total</p> <p>Student numbers up (new schools up). Associate numbers growing. CC confirmed that PayPal automated renewal process is causing problems and is something to consider for review in the future when developing the new system. ST: warned against having two separate financial systems (Stripe and PayPal). We were previously constrained and used PayPal due to Wild Apricot. As the new database comes on board we can review. Auto renewal should be offered. Action SC: Compare our costs PayPal (£2.19p) Vs Stripe (1.5% transaction fee plus 20p per every UK card - £1.18 per transaction) and look at costs for Sumup and Square too. HG suggested that it's not just what's the best value, but we must also consider the members' perspectives – to ensure systems are simple to use. CC; wants to review the automated renewals process. Bring up at next stage of discussion. We have an opportunity to review this process. HG: wants system to have flexibility for members and offer choice for members as new membership database comes online. Discussion about current members' fees and whether there is a case for an increase in our membership fee – when and how much were discussed, and it was agreed this matter would be raised after the AGM. AM will speak with MAW about ways to take payment by credit/debit card that they may already use successfully with other clients.</p>	<p>SC</p> <p>CC</p> <p>AM</p>
2311.12	<p>(12) Finance Update <u>Funds in Bank – up to 26Nov23:</u> 01-Nov-23: £77,460 26-Nov-23: £79,554 Surplus YTD: £2,094</p> <p>ST stated this was her last meeting but possibly she would stay a little longer into December to complete full handover to SC. ST reported that at the end of the financial year we had an approximate surplus of £10k. This year's surplus is £2k so far. ST's full Handover docs (notes) & video recordings for SC are still outstanding. Cyber Insurance docs – ST will also do this so SC can present quotes at next meeting. Accounts: ST – spreadsheet updated and filing the year end a/c's and SC to contact the accountant. SC and ST to meet up and folders handed over and companies house filing to be done. The deadline is July – this will be done early (so finalised accounts can be available at the time of the AGM). SC has login details for MS365 logged in as finance. SC will change passwords to all relevant accounts when ST leaves (also updating BCP doc that she will then send to TE). Action: SC will login as TE to PayPal and update with her phone number for 2-factor identification purposes.</p>	<p>ST/SC</p> <p>SC</p> <p>SC</p>

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2311.13	<p>(13) Marketing Update AM reported that CRM new project is progressing. CC and AM have been testing the new application process and AM reported back that it is working. The user experience needs refining and updating. AM confirmed he has a meeting with MAW this Thursday 30 November. AM reported that phase one, the basics are there but some issues still to be resolved. AM and CC stated that it's the admin side that will delay roll out and that the back-end admin needs sorting. We need to test and try and 'break it'. The logistics of volume testing need thinking about, and AM confirmed a subset of data outside of WA will be used for testing. Action: AM and MAW to use Thursday's meeting to agree a solid plan for next steps. Website work and membership database work to be distinguished between and updated upon. TE invited to monthly meetings with MAW (Mondays after 10.30am). TE noted there will some IT update due on 'back-end' change (ST to SC) when ST leaves.</p>	<p>AM</p> <p>TE/AM</p>
2311.14	<p>(14) Standards Update <u>2023/24 audits have sampled:</u> 60 members, of which: 44 are completed 9 cancelled membership 3 became Associate members 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 proposed we start to collate data on why members are no longer with us – especially people not practicing. What can we do to support them more? NT reported 2 extensions. NT reported that her goal is to complete 100 audits – and will be resuming this straight after Christmas again in January. (By AGM she wants 100 complete). Over 800 Registered members. NT doing audits in batches of 20. NT confirmed that for standard enquiries she's logging a lot more. E.g., two members stating criminal convictions. NT had conversations with these 2 people, and it was good to talk to them. (CC confirmed she is keeping records of this too and has pasted and copied into record in WA and copies of email). TE: advised NT to encrypt this information and NT asked for TE's assistance on this. ST: Thank you to NT for being so helpful and supportive when issues have arisen. CC observed that NT's updates are always at the 'end of the meeting and may not get sufficient time as a result. It was therefore agreed to rotate and roll around the agenda items – Action: SC to rotate agenda items in future.</p>	<p>TE/ NT</p> <p>SC</p>

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2311.15	<p>(15) Exec Meeting Dates for 2024</p> <p>Exec Meeting Dates for 2024 – dates for next year’s executive committee meetings are now confirmed as:</p> <ul style="list-style-type: none">• Friday 26th Jan 2024 – Zoom – 9am-12pm• Saturday 16th March 2024 – 10am-5pm (Away Day) venue TBC• Friday 17th May – Zoom - 10am-12pm (after AGM at 9am)• Sunday 14th July – Zoom – 10am-1pm• Friday 20th September 2024 – Zoom – 9am-12pm• Sunday 1st December 2024 – in person – 10am-1pm venue TBC <p>HG suggested a different venue for the Away Day in 2024 – possibly the aerospace museum as this now provides smaller meeting room spaces for hire, so might be a good venue. The team seemed to like the idea of the venue, so HG to explore prices and availability etc. and report back to the team.</p>	HG
	<p>Time and date of next meeting:</p> <p><i>Executive Team Meeting</i> Friday 26th Jan 2024, 9am-12pm <i>Online via Zoom</i></p>	