

AfSFH Committee Meeting Minutes

29th January 2023, 10.00am – 13.00pm – Online via Zoom

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
 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
2. Life without Wild Apricot (2212.11) - TE/AM

Rolling Agenda Items:

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

Items Arising this Time:

10. Supervisor Group Meeting Purpose - ALL
11. AfSFH Away Day Preparations - ALL

No.	Minute	Action
	<p>(1) Confirm Meeting is Quorum</p> <p>Apologies Claire Corbett (CC), Head of Membership</p> <p>Minutes of the last meeting 11th December 2022</p>	<p>This meeting was quorate</p> <p>Accepted</p> <p>Approved</p>
231.1	<p>(2) Life Without Wild Apricot HG thanked the team for updating the spreadsheet and asked AM to review the list of items before taking it to MAW to check:</p> <ol style="list-style-type: none"> 1. Are they willing/able to do it 2. How much it will cost 3. What are realistic timelines 4. Implementing SLAs and other admin <p>AM revisited the pros and cons and in particular the risk of putting everything into one small provider. ST asked if AM is aware of what MAW currently have in place for their clients should they go bust or Matthew becomes incapacitated, over and above simply having everything backed up to the cloud. AM added that Matthew does seem to be the key, with lots of knowledge on his shoulders specifically. TE said that their coding is all standard, so easy to transfer to someone else. AM also highlighted any future financial implication, as MAW are good value for money, but another provider taking over might charge</p>	

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	<p>significantly more and HG added if anything went wrong, we have business insurance to help us in this scenario and we can always take our data back from MAW if we ever needed to. ST will double check our insurance policy as it's in the process of being renewed. Part of discussions for MAW taking on this work for us will focus on their Business Continuity Plans and protections in place for us moving forward. AM also highlighted their project management and available resources, so would/could we pay for a dedicated resource, such as a dedicated Account Manager? ST reminded the team that our WA renewal is due in September, but added that we currently pay annually, so we could always move to monthly at a slightly higher cost if we aren't ready to move by then. ST will double check our notice period with WA when terminating our agreement. HG also asked AM to check with MAW about other CRMs.</p> <p>HG wants us to know more about the switchover process, for example, will MAW develop a database, mirror it and test it before switching? AM reassured her that MAW already have the database and lots of the basic functions we need are already built.</p> <p>So, the next step was agreed that AM will review the spreadsheet before taking it to MAW and HG suggested he add a column for MAW to update 'yes/no/possibly' next to each requirement we need from them and that we could possibly separate the spreadsheet into function sections, such as 'admin tasks', 'member process' etc. It was then highlighted that we also need to think about permissions, such as access restrictions for students/associate members. TE also highlighted the need to remove PayPal 'Checkout', so members could pay with a debit/credit card instead of auto-renewing and not need a PayPal account. ST speculated if that could cause more work in chasing payments for those members who don't auto-renew, but MAW can explore if auto-renewals can be set up against a member entering card details.</p> <p>HG finished the discussions by asking AM to ensure MAW tell us promptly if they can't do this work for us so we can explore other options without unnecessary delay.</p>	<p>ST</p> <p>ST AM</p> <p>AM</p> <p>AM</p> <p>AM</p>
<p>231.2</p>	<p>(3) Communications to Supervisors The Supervisors' Newsletter went out last week and the next networking meeting is taking place in the coming week. ST highlighted that the Supervisor Newsletter often mirrors a lot of what is in the normal Members' Newsletter and suggested we look for different/additional content to be more relevant and engaging for Supervisors. HG agreed that it can be challenging, especially since we stopped getting the research articles, and she is very open to having more ideas put forward. ST suggested we ask Supervisors what they might like to see at our meeting on the 31st and on the FB group.</p>	<p>TE</p>
<p>231.3</p>	<p>(4) Journal Update & Assistance required SH updated the group that the latest journal has gone out with the new Supervisors' Directory and the team all agreed this was a big</p>	

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	<p>improvement. The next journal is due out in May, and the recording for the next podcast with Chris Irons is due on 13th February. SH's research indicates he could be a very good guest. Susan Rodrigues and Stuart Taylor have agreed to do the next one, dates to be agreed. NT suggested Alistair Appleton (Psychotherapist and Meditation Teacher) and ST wondered about Paul McKenna who is currently doing a tour and is publicly advocating the use hypnotherapy to reduce stress/anxiety. ST then suggested doing subject specific podcasts again but with area specialists from our community to ease the burden of finding more celebrity speakers – such as menopause, hypnobirthing, dementia, sports performance.</p> <p>SH then said the engagement for the weekly Friday Call-outs has started to flag. HG wondered about linking it to TE's '50 things' project, but TE said he had had feedback that the content we share is very 'worthy' but misses an opportunity to grab attention and engage/be more entertaining. SH is happy to make this change and asked the team to supply any ideas. HG added the same could be applied to our newsletters to make them more engaging. Suggestions were as follows:</p> <ol style="list-style-type: none"> 1. NT: 'Flashback Fridays' where we share favourite highlights from training at CPHT (fun anecdotes rather than just highlighting course content) 2. HG: share photos from the last conference; funny videos we saw in training eg Bob Newhart etc 3. TE: talk about colleagues – when members do something outstanding or unusual (radio appearances etc) 4. SH: what's your favourite metaphor? 5. NT: the concept of 'be more panda' – the reason we refer to polar bears and not pandas in our sessions is because pandas are too funny/cute/silly – cue sharing funny videos of panda 	<p>ALL</p>
<p>231.4</p>	<p>(5) IT & Social Media Update <u>We currently have:</u> 491 members on our Facebook group 1,810 likes on our FB page 452 we follow on Twitter 866 following us 530 we follow on Instagram 566 Instagram followers 123 followers on LinkedIn</p> <p>TE shared that all numbers are increasing, except with Twitter following recent changes. TE then said the metaphor list is now live on the website and he will get the title in quick links changed to say 'metaphors listing' (only MAW can do this). HG then asked if we had checked with those that had originally shared on our FB group that they are happy for us to share it with members on our website, as some authors are no longer members of the AfSFH. SH will email them to check and their metaphors can stay on the list or be removed, depending on responses.</p>	<p>TE</p> <p>SH</p>

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	<p>TE shared that our articles are now split into sub-categories and he is working to get this up on our website. He removed 'COVID Resources' from quick links too.</p> <p>TE then reminded the team that we need to review our BCP documents and make any changes from the last year so they remain up to date. He will be emailing them out to each Exec member and asked for them to be returned as soon as possible.</p>	ALL
231.5	<p>(6) Membership Update <u>We currently have:</u> 763 registered members 205 student members 14 Associate members 3 International <u>4 admin</u> 989 in total</p> <p>In CC's absence, HG updated the team that some of the same system issues are ongoing, but otherwise there was nothing additional to report.</p>	
231.6	<p>(7) Finance Update <u>Funds in Bank – up to 20Jan23:</u> 01-Nov-21: £55,966 29-Jan-23: £67,351 Surplus YTD: £4,813</p> <p>ST said the financial position remains good for the Association, and in terms of her other tasks, she hasn't had as much time as she would have liked since the last meeting and the Christmas break, but she has progressed as follows:</p> <ol style="list-style-type: none"> 1. <i>Fellow certificates</i> - printed and to be mailed out asap (HG suggested ST purchase 'do not bend' envelopes from our Amazon account). 2. <i>Fellow awards</i> - still not ready, ST will push on with overcoming the challenges with our logo and hopes to get them made and sent out before our next meeting. 3. <i>CPHT liaison</i> - ST contacted Susan Rodrigues, but now needs to contact Angus and Oliver Newton as they are overseeing all CPHT operations now. Once she gets the 'OK' from them, she will start to contact individual lecturers to identify opportunities for building/strengthening relations or overcoming challenges. 4. <i>Healthcare Providers</i> - ST has started exploring Healthcare companies, but initial enquiries have proved unhelpful. Vitality Health don't have an approved list, members can simply sign up individually to be on their 'recommended list', provided they comply with requirements and are happy to accept a fixed fee of £45 per session. Bupa also have an approved list of therapists, but the organisations they choose that get you on the list (eg BACP) are selected due to extensive training that is more than CPHT provides, so we wouldn't qualify. HG suggested ST look specifically for the Healthcare providers that name NCH or CNHC 	<p>ST</p> <p>ST</p> <p>ST</p>

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	<p>members as approved, as we can then be approved easily by extension as we are a VO for CNHC. ST to follow this up.</p>	ST
231.7	<p>(8) Marketing Update AM started by saying the geographical search function has been developed but needs some tweaking and he shared a preview of it with the team which was very well received. One of the challenges is that some members haven't put their postcode in the postcode box when completing their profile (or put telephone numbers in instead), so currently only 296 members appear in the search results. HG said she would mention this in the next newsletter to alert members that they need to correctly update their fields. ST added we still don't know how many members have no profile filled in at all yet. MAW are using Google functionality for members to add longitude/latitude details which provides updates instantly, instead of 24hrs if a member updates their postcode in the system and they will add this as a box option in due course. There is no map view available at this stage, but the list of results is ordered by distance (nearest to furthest) so is a big improvement on our existing search. ST asked if we could add text to highlight this, so clients are clear how the list is displayed. AM will also ask MAW if we can add '1.7miles away, 3.2 miles away etc' to each listing so clients can see exactly how far away the therapist is.</p> <p>SH will promote the step by step guide to filling in your profile in the journal and in call outs etc to ensure members understand the importance of filling out their profiles correctly so clients can find them.</p> <p>AM then added the auto-generated page 'therapist near me' is progressing. SEO dropped in December, but that is normal for the time of year and Google is giving us good domain authority. We rank well for 'Solution Focused' based searches, and now need to improve it for general 'Hypnotherapy' searches.</p> <p>AM touched on member vs non-member traffic to our site and noted that members aren't visiting the Business Resources pages, meaning they aren't accessing the support/benefits found in this area of our website.</p> <p>Re Condition Pages, the team have started to work on these. ST highlighted a technical issue with M365 on her Mac, and NT said she finds using excel difficult, so AM suggested we type up our content in word and it can be transferred across as needed. HG asked AM to clarify where these condition pages will appear on our website and AM said they would be in a public sub-menu.</p>	<p style="text-align: center;">HG</p> <p style="text-align: center;">AM</p> <p style="text-align: center;">SH</p> <p style="text-align: center;">ALL</p>
231.8	<p>(9) Standards Update <u>2023 audits have sampled:</u> 80 members, of which: 54 are completed 1 became Associate member 3 cancelled membership 5 extended (17 getting ongoing support from latest audit)</p>	

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	<p><u>Lapsed members:</u> 74 being checked 24 chased for logo removal 9 of these renewed 8 resolved/logos removed 7 ongoing 0 Standards enquiries</p> <p>NT said the Staying Safe document is now up on our website and has been shared in newsletters.</p> <p>She has started the next round of audits (taking it up to 80 members), which is why the number of completed has not increased as yet. There are also no changes to the lapsed members and NT will update when she receives a new list is from CC.</p>	CC
231.9	<p>(10) Supervisor Group Meeting Purpose</p> <p>NT started by explaining the research she did into what constitutes supervision, as our own description isn't explicit. She noted the interesting points in the Teams thread from both sides of the discussion and said it generally seems to be a bit of a grey area. In our definition we include discussion about clients and client care is at the core of Standards' policies. NT also noted that, through the audit process, the majority of people who haven't kept up with their Supervision is because they don't have clients, highlighting a misunderstanding, as Supervision is equally important whether you have 50 or 0 clients a week. HG added that from insurance viewpoints for psychology etc supervision is understood to be for client protection as part of reflective care.</p> <p>HG said she believes the Supervisors' Networking Meetings do not qualify as Supervision in their current form and have never been promoted or advertised as such. She added the AfSFH's role does not include providing training, CPD or Supervision by extension, and if members could count it towards Supervision, it potentially takes revenue away from our Supervisors if members no longer pay for sessions outside of these meetings. HG views the meetings as a valuable, sociable resource that can also increase discussion and learning, in a way that more closely resonates as CPD. ST shared a draft of new text for our Supervision website page, making it much clearer and easier to find what our requirements are. NT suggested adding questions and answers around What is Supervision? What Can You Ask Your Supervisor About?</p> <p>ST revisited her suggestion on the Teams discussion that we could perhaps have a different requirement for Supervision for Supervisors specifically, as by the nature of their role, they engage with Supervision far more often through their own practice. HG stated there should be one requirement for all members and not to have different rules for different groups of members. HG reiterated that, in its current format, our group meetings for Supervisors do not qualify as Supervision, but could be considered as CPD as they offer professional development to</p>	

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	<p>Supervisors. TE asked what we would need to change about the current meeting format to allow it to be considered as part of our Supervision requirements. The point that the AfSFH does not exist to provide training or supervision was raised again. TE explained that the format is very similar to the original Supervisors' Supervision sessions that used to take place at CPHT, hence not understanding why it was acceptable as supervision then but not now. He also added that the current meetings sprang from the South West Peer Supervision group TE used to run. HG said these points reinforced the understanding that these groups supported Supervisors in their work with Supervisees, but not with clients. She highlighted that our AfSFH Supervisor meetings are valuable to those that attend and should very much continue as an additional resource available to our members.</p> <p>As there were valid but conflicting viewpoints, HG asked for the Exec committee to vote on the matter (5 Exec members present) and it was agreed by 4/5 that the Supervisor Networking Meetings should not be counted towards the 6 hours minimum Supervision requirements. It was also agreed by 4/5 that the meetings can and should moving forward be counted towards CPD hours. ST will finish off the new text for the website. HG asked if we should let everyone know at the meeting due on the 31st January but ST suggested it would be better to communicate it to all Supervisors first via newsletter/FB group and then have any relevant discussions at the meeting, but because that is only 2 days away, it was agreed to communicate the change to all Supervisors between now and the next Supervisors meeting, currently scheduled for 16th May.</p>	<p style="text-align: center;">ST</p> <p style="text-align: center;">HG</p>
<p>231.10</p>	<p>(11) AfSFH Away Day Preparations</p> <p>The group discussed dates for the Away Day and agreed on Saturday, 11th March 2023. HG to check with CC if she can attend. HG reminded the team that if they need to stay the night, this can be arranged, and dinner will be included afterwards for all who can make it. The format will follow as before – a shorter Exec meeting followed by wider team discussions on how last year has gone and setting goals for next year. HG to speak to Aztec Hotel to book the date.</p> <p>TE suggested we agree the rest of our meeting dates for 2023 now, rather than a couple of months in advance and HG was happy to do this. ST then asked if we could consider having some, if not all, meetings on a weekday instead of a weekend to ease the pressures of childcare and acknowledging these meetings are for work purposes and take away from everyone's weekend time. In principle everyone at the meeting agreed, so HG to check with CC and then we can start to agree remaining dates for the rest of this year.</p>	<p style="text-align: center;">HG</p> <p style="text-align: center;">HG</p>
	<p>Time and date of next meetings <i>Executive Team Meeting and Away Day</i> Saturday, 11th March 2023, 10am-5pm Aztec Hotel, Bristol</p>	