

## AfSFH Committee Meeting Minutes

**12<sup>th</sup> September 2021, 10.00am – 13.00pm – Online via Zoom**

**Present:** Helen Green (HG), CEO  
 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  
 Sacha Taylor (ST), Head of Finance (took minutes)

*Follow up from last meeting:*

- (1) Ionos Update (211.13, 213.4, 215.3, 217.2) – TE
- (2) Criteria for Fellowship Level (217.11) – HG

*Rolling Agenda Items:*

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

*Items Arising This Time:*

- (10) AfSFH Branded Items - HG
- (11) Vaccinations – NT/HG

No.	Minute	Action
219.1	<p><b>Apologies</b>            Andrew Major (AM), Head of Marketing</p> <p><b>Welcome</b>            HG opened the meeting by formally welcoming SH to the AfSFH Exec Team as our new Journal Editor and Head of Comms.</p>	<p><b>Accepted</b></p> <p><b>Welcomed</b></p>
219.2	<p><b>(1) Ionos Update</b>            TE recapped the background to our website and M365 hosting. There have been no further actions taken since the last meeting but in the coming month, TE will reconnect with GoDaddy and set the date of switchover for 13<sup>th</sup> December.</p> <p>HG reminded everyone that our emails/website/SharePoint may be down for up to a week when the switchover happens so we will need to communicate this to all members from November. TE highlighted that the website will still be viewable as it will be a mask version, and we can use our old gmail account to receive and distribute any urgent emails if needed. TE added that all Exec members who use OneDrive will need to back all their files up as these will not migrate otherwise – we can download files onto a USB stick and then reload when the new version of M365 goes live. TE to check and confirm that GoDaddy will take care of backing up SharePoint. ST asked if the various elements could be switched over in stages, but that isn't possible. HG/SH will create</p>	<p><b>TE</b></p> <p><b>ALL</b></p> <p><b>TE</b></p>

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	Comms ready for November and will check with TE to ensure accuracy as necessary.	HG/SH/TE
<b>219.3</b>	<p><b>(2) Criteria for Fellowship Level</b>  HG has uploaded criteria to be considered for the new Fellowship level to SharePoint and shared it with the team. These criteria were accepted and discussions were then had about how many might be nominated and whether we should have a limit per year or only consider applications at certain times. It was agreed we would open nominations for a month around February/March each year, ready for us to then consider the nominated members at our annual away days in March, ready to announce small groups of successful Fellowship members at our annual AGM. ST asked if we had criteria specifically for the Exec Team for what constitutes good ‘contributions to promoting SFH’ so that the judging can be clear and consistent, so HG will write some examples for us to consider. TE added this would also be helpful in the event of any appeals we may receive. HG said that we would announce the new Fellowship grade as we launch the new website. HG will also send AM some brief text to include on the website outlining the nomination criteria.</p>	<p style="text-align: center;"><b>ALL</b></p> <p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>HG</b></p>
<b>219.4</b>	<p><b>(3) Communications to Supervisors</b>  HG said the next Supervisors’ Newsletter is due out next week. NT asked if HG could add something to raise awareness that Supervisors will be asked to verify the number of hours they supervised audited members, so it may be good to keep a reliable record. Some audits have been delayed as the Supervisors in question didn’t have this information handy.</p> <p>The next Supervisors’ Networking Zoom is booked in for the 21<sup>st</sup> September and TE/HG will be sending out a topic for discussion in due course.</p> <p>ST volunteered herself to become the Exec lead for Supervisors moving forward, suggesting a title of ‘Head of Finance and Supervision’, explaining it would be good for Supervisors to have a named point of contact for general feedback/issues they may want to raise with the AfSFH, highlighting that the NCH have this as a defined role. HG felt that it might mean Supervisors raise performance or safeguarding issues to ST instead of NT, getting confused with who to contact, but ST was clear that any safeguarding issues would be referred to NT, as indeed any other messages she receives in error get forwarded on to the relevant team member. ST sees the role to be more of a general point of contact for Supervisors, to be a ‘face’ for Supervisors, suggesting also that she could be more involved in tasks related to the AfSFH’s work in supporting Supervisors moving forward and TE agreed a Supervisor ‘link’ role could be a good thing. HG suggested ST could take over things such as the Supervisors’ Newsletter. The team decided to give this some further thought, but any roles must be clearly defined in the future.</p> <p>HG then went on to highlight that Supervisors have an obligation to notify us or to urge their Supervisee to notify us of any legal/criminal or</p>	<p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>TE/HG</b></p>

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	<p>complaint proceedings made against any member, following recent examples of this. We in turn are obliged, as a verifying organisation, to notify the CNHC if we become aware of any members undergoing criminal/legal investigation. HG will update the Code of Conduct/Privacy policy to confirm that the AfSFH may need to share information with other professional organisations such as the CNHC in the event of ongoing investigations coming to light.</p>	<b>HG</b>
<b>219.5</b>	<p><b>(4) Journal Update &amp; Assistance required</b>            SH was happy to report all went well with the latest Journal creation and copies should be landing in letterboxes this coming week. The next edition is due in Dec, but SH said she will be flexible, depending on the date the new website launches, as some of the next edition's content will be related to that. She has received some great articles from members already and is ready to start putting the next edition together.</p>	<b>SH</b>
<b>219.6</b>	<p><b>(5) IT &amp; Social Media Update</b>  <u>We currently have:</u>            411 members on our Facebook group            1,236 likes on our FB page            447 we follow on Twitter            829 following us            128 we follow on Instagram            293 Instagram followers</p> <p>TE highlighted growth is strong on Instagram as many members seem to use this platform. He continues to post on Mondays across all social media platforms, has been keeping the events page updated and has been engaged in regular meetings with AM/MAW, as well as contributing articles for the Journal. He didn't put a blog out for September in anticipation of the website launch, but will reconsider getting one ready to upload while we're waiting to resolve the issues with MAW.</p>	<b>TE</b>
<b>219.7</b>	<p><b>(6) Membership Update</b>  <u>We currently have:</u>            621 registered members            196 student members            6 Associate members            3 International  <u>3 admin</u>            829 in total</p> <p>CC said it had been quieter than usual over August, and quiet from students too. She has been going through outstanding applications and following these up, noting some members have since changed their mind about applying.</p> <p>HG is keen to get CC/SH to develop the content for schools soon (such as a digital leaflet) which can also be designed to tie in with the new website and offered a budget for any necessary design work.</p>	<b>CC/SH</b>

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	<p>ST asked CC about how members can end up being International status on application and CC explained it can happen if they lapse, because then they can reapply via the website, selecting 'international'. But generally CC checks applications as they come through. HG suggested we clarify on the website that International membership only applies to members who are 'non-UK resident' and CC will check the address list for the journal to make sure we haven't missed any non-UK resident members who should be listed as international, and she will change them over as necessary.</p>	<p style="text-align: center;"><b>HG</b> <b>CC</b></p>
<p><b>219.8</b></p>	<p><b>(7) Finance Update</b>  <u>Funds in Bank:</u>            01-Nov-20: £46,509            12-Sep-21: £53,636            Surplus YTD: £7,127</p> <p>ST confirmed that things are currently quiet but looking positive on the finance front. Our financial year ends at the end of October, and she intends to organize the end of year accounts and arrange for the filing with Companies House before the end of the year.</p>	<p style="text-align: center;"><b>ST</b></p>
<p><b>219.9</b></p>	<p><b>(8) Marketing Update HG on behalf of AW</b>            In AM's absence, HG explained to the team that there have been some delays with the new website launch due to issues with password access to the site/WA depending on the members' reason for logging on. Currently, the hope is the launch will be able to happen in mid-October. ST suggested we delay the launch of the new website until January, after the switchover with GoDaddy to ensure it all goes smoothly and to take pressure off fixing the issued with WA/MAW. NT agreed as members would see the site go down in December but not see any changes when it came back up, so it would appear more seamless. CC suggested it could generate more engagement as part of the 'big reveal' once everything was in place. TE disagreed, as he wants MAW to prioritise fixing the problem now and feels it's better to get everyone up and excited about the new website sooner rather than later. He added that we could communicate the M365 switchover simply as 'the final part of our launch, as we finish off some additional updates'. HG said we should consider our decision from the members' perspective and ST said she doesn't think that many members access the website that regularly to cause an issue. HG suggested we carry on towards the website launch in mid-October, but if it gets delayed further, that we reconsider. TE agreed and suggested a deadline of mid-November before we delay launching until after the M365 switchover and the team agreed. NT then added that we should check with CPHT how many schools are graduating in December, as this will add to CC's workload with student memberships. CC to find out from CPHT how many courses will finish and with how many students and will liaise as necessary. HG added we could also then tailor comms specifically for those graduates who may want to get in touch with us while our systems are down.</p>	<p style="text-align: center;"><b>TE/AM</b> <b>CC</b> <b>SH</b></p>

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	<p>HG said that generally the new website in terms of appearance/graphics is looking great, but there are still a few niggles that need sorting out. For example, if a member renews/upgrades, then they would need to login twice – once for our website, and then again to access WA’s database as WA cannot share their login data with MAW. TE asked if renewal needs to be done via WA and HG said yes, but it just needs to be simplified – she said she is happy if, once a year, members see the less ‘shiny’ WA widget on our website to enable renewal. MAW/TE/AM to meet again next week and will explore if this is possible to keep things simple. HG added that members’ priority is to have a website/database that ranks well on Google, so that their AfSFH profile appears when people search for a hypnotherapist and helps them attract more clients and TE wondered if we need to use WA at all. HG said WA is still the best database provider out there for the price range. ST asked if MAW offer this kind of development for any other customers already, but TE wasn’t sure, but said a ‘mySQL’ database could do it (with coding). HG said we should stick with WA for now, and if we can still launch the new website we should, and then work on WA adaptations/replacement later on, especially since recreating WA functionality could take months. AM/TE to explore further.</p> <p>HG went on to say content is now loaded on the new website, although we may need more stock photos (budget available to purchase as needed). AM is looking into how the site translates to mobile/tablet displays. Testing is also underway and HG expects MAW to do that for all mainstream search engine providers (Chrome, Safari, Firefox, Edge etc) and has asked AM to confirm this will be the case.</p>	<p><b>TE/AM</b></p> <p><b>AM/TE</b></p> <p><b>AM</b></p>
<p><b>219.10</b></p>	<p><b>(9) Standards Update</b>  <u>So far, the 2021 audits have sampled:</u>            48 members, of which:            29 are completed            2 became Associate members            1 cancelled membership            4 extended (of which 2 have recently passed their deadlines)            12 having ongoing support (mainly from Aug-Sep)            NT said some are being held up by Supervisors not verifying their hours.</p> <p><u>Lapsed members:</u>            61 checked            23 chased for logo removal etc            9 of these renewed            1 plans to renew            5 resolved/removed logos            8 ongoing</p> <p>NT then explained she is exploring the different scenarios surrounding Clinical Wills and will send summaries out to the team before our next meeting for further discussion.</p>	<p><b>NT</b></p>

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	<p>HG added that she is keen to add our audit information to the public-facing pages of our new website to promote the message that we and our members are professional and held to high standards for practice.</p>	<p><b>AM/TE/SH</b></p>
<p><b>219.11</b></p>	<p><b>(10) AfSFH Branded Items</b></p> <p>AM was asked by a member if we could produce lapel pins with the AfSFH logo for networking events/activities, or if we could have a shop selling AfSFH branded items. HG said the shop would not be possible as it opens up VAT/commerce issues. She wondered if the team thought we could include something in the journal as a free gift, as we already would have a list of Registered members who would be eligible and it could be added to the fulfillment packing that already happens for the journal. HG pointed out that we clearly have given out branded items at one-off times like at the Event of for our 10-year anniversary (the cards), but it would be a very difficult and expensive task to do this regularly, so we should consider specific occasions. Some discussions then took place, considering items that would be widely used/useful, the need for good quality, as well as it being able to easily fit into the journal envelopes. CC asked about making up a welcome pack for new members, but this would be costly and labour intensive, unless we chose to send something out that was digitally-based (i.e. sent a welcome pack PDF on top of the usual welcome emails etc). HG suggested that this is a very good separate idea to work on anyway, in the future. NT suggested lapel pins would be better as magnetic to not damage clothes, and also suggested a branded pop-up board members could have on their desks when seeing clients face to face. Other team members suggested pens, post it notes, but SH said the lapel badges would help foster a sense of community. ST said, although it was a nice idea, it would be costly (would we buy over 1000, to accommodate new members who join or who later ask for one?) and isn't great for the environment if members don't use the items.</p> <p>The team eventually agreed that we could potentially send something in the next journal, and HG will create a poll on the Exec FB page for the team to vote on what the item will be. HG added this would be a one-off, in line with our new logo and website launch and would expect a max budget of £1 per item. HG to then investigate options and review whether feasible from a budget perspective.</p>	<p style="text-align: center;"><b>SH/CC/HG</b></p> <p style="text-align: center;"><b>HG</b></p> <p style="text-align: center;"><b>HG</b></p>
<p><b>219.12</b></p>	<p><b>(11) Vaccinations</b></p> <p>NT/HG explained there is a grey area around whether we are legally allowed to ask clients about their vaccination status, as that information technically sits under a client's medical records. NT said the information about this on the ICO's website is extremely complex. It's important to clarify our goals in asking for this info and state a relevant, necessary purpose for knowing in order to keep people safe. We also need to state how we process the data as it would fall under GDPR. NT explained we won't be in a position to offer guidance on this topic, but instead will be able to signpost members to appropriate websites/information. ST said it seems a moot point when most of us check with clients before a face to face session that everyone is 'Covid-free', has no symptoms and is not</p>	

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	<p>awaiting results of any tests, and suggested we could perhaps include this as a reminder of good practice for those members who worry about face to face sessions and associated risk. HG added we also need to consider different UK country guidance and how that might differ for members in different areas.</p> <p>Once we understand more, we can update website/policies as necessary.</p>	<b>NT/HG</b>
<b>AOB</b>	<p><b>Information Dashboard</b></p> <p>TE suggested we create a separate dashboard of all the stats that we highlight at meetings, and that it is created before meetings for discussion, instead of ST simply minuting numbers. ST agreed this would be good if we could discuss any trends at meetings by seeing the numbers in advance. HG was happy to do this and asked TE/ST to upload something to SharePoint.</p>	<b>TE/ST</b>
<b>AOB</b>	<p><b>Supervision Field on Members' Profiles</b></p> <p>ST did a supervision audit on the database and discovered a few anomalies, such as incorrect names listed, or fields simply stating 'peer', which on its own, doesn't qualify as acceptable supervision. ST said members can say 'peer' as long as they include the name of the peer they see. The field is free text, so members can also name more than one Supervisor too. HG will put a reminder to update Supervision fields in next newsletter to rectify this.</p>	<b>HG</b>
	<p><b>Time and date of next meeting</b></p> <p><i>Executive Meeting</i> TBC, 10am-1pm Online via Zoom</p>	