



**Minutes of the Council meeting of BSHAA
Friends House, 173 – 177 Euston Road, London, NW1 2BJ**

Thursday 23rd January 2020

Present:

A Coulter (AC) Chair
D Foley (DF)
S Dixon (SD)
H Kennington (HK)
A Pugh (AP)
Prof D Welbourn (DW) CEO
R Kewney (RK)
P Sydserff (PSy)
R Garcia Medina (RGM)
A Hopkirk (AH)
Paula Cook (PC)
Robert Donnan (RD)
Elizabeth Adesugba (EA)
Jasmine Opoku-Ware (JOW)

20-01-1a

In Attendance:

K Girling (KG)
Dr J Jindal (JJ)
J Summerfield (JS)

Apologies: None

Did not attend: None

20-01-1b

Members Contact Details and Conflict of Interest

(AC) reminded Council members of the need to declare any conflict of interest (including potential conflict of interest) or change of circumstance that may have arisen since the last Council meeting. None were declared.

20-01-1c

(KG) to update BSHAA Council meeting attendance record with details of all present.

20-01-2

Review Agenda

(AC) asked Council if there were any items for consideration under AOB. It was noted that (JJ) wished to add the subject of an education event to be held in early 2020. (AC) confirmed this subject would be added to the agenda under perspectives.

20-01-3

Minutes of previous meeting

Minutes from Council meeting on 17th October 2019 were approved.

20-01-4

Actions arising

A. Matters arising not on the agenda.

(AC) asked Council if there were any actions for consideration not of the agenda. (PSy) wished to add the subject of PSAPS under item 10 (External relations). (AC) wished to add the subject of nominating an Honorary Member which will be added to item 9 (Membership Committee).

B. Update/progress on agreed actions.

Council reviewed Appendix B with the progress of actions noted. As a result of the review it was agreed that action 19-04-AP6 will be moved to the Chairs of each Committee.

20-01-AP1

The Chairs of each Committee to produce a one-page document on what their Committee does, in the form of a marketing statement, including objectives and achievements and forward to (DW) and (AC).

It was recognised that many of the items on the current actions list will be transferred to projects undertaken by each Committee.

20-01-AP2

(DW) and (AC) to review the current action list and allocate, where appropriate, to projects to be carried out by BSHAA Committees.

20-01-5

Perspectives

A. Presidents Report

(AC) gave a verbal report on the presidential activities, including an update on the Council election and the College of Audiology, commenting on the length of time taken up with the proposed College. He also informed Council of a meeting with the Hearing Care Alliance on the 5th February 2020 to discuss future progress.

B. Chief Executive Report

(DW) gave a verbal report on the CEO activities, informing Council of his involvement in the Council elections, College of Audiology and the arrangements for the finance year end accounts.

C. Marketing Report

(JS) referred to Appendix E and gave an overview of marketing activities. He appealed to Council members to share LinkedIn and social media post. (JS) also advised that the turnout for voting on the Council elections was down on last year at 16%, suggesting the Society should inform members of activities of Council to create awareness and interaction. He asked Committee Chairs to submit a quarterly update on the progress of projects to him to assist him in keeping members informed, advising he would contact Committee Chairs on this subject in the near future.

(AC) advised Council of his Presidents activities which will outline the key areas where the Society will focus on delivering for 2020, informing members online and in BSHAA People of the progress of each project. (AC) encouraged Council to engage with (JS) on feeding the information to members.

(JOW) advised she has ideas for future social media activity, including Instagram and will liaise with (JS) on this matter.

Council agreed to increase support to (JS) with social media and informing members of the activities of Council.

20-01-6

Governance

A. Directors responsibilities

(AC) gave Council an overview of the role of Council members, informing that Council should concentrate on the strategic direction and progress of the Society, taking ultimate financial responsibility for the Society, highlighting the need for good governance, integrity and for each Council member to stay informed of the workings of the Society in accordance with the Articles of Association. As a result of the discussion to the financial risk to Council members it was agreed a copy of the current Articles of Association should be made available to Council members.

20-01-AP3

(KG) to circulate the Articles of Association to Council members.

20-01-AP4

Finance Committee to set a limit on the value of financial agreements the CEO can sign on behalf of the Society.

(AH) highlighted the need for minutes and papers to be sent to Council in a timely manner to allow Council members to stay informed.

B. Confirmation of Committees and meeting dates for 2020

(AC) referred to Appendix F asking Council to review the Council members allocated to each Committee and the dates for the meetings, noting that many of the meetings are to be held by teleconference in efforts to keep costs to a minimum. As a result of the review, the following distribution of Council members and Chairs to each Committee was agreed.

Finance Committee

(PSy) Chair, (DF), (RD), (AP), (DW) and (AC) as President

Membership Committee

(RD) Chair, (RK), (AH), (HK), (JOW), (DW)

Delivery Committee

(SD) Chair, (HK), (EA), (JOW)

Standards Committee

(RGM) Chair, (RK), (AH), (PC), (EA), (DW) and (AC) as President, with (AP) supporting with projects not yet completed. It was noted that this Committee is also supported by volunteers, currently Sarah Rayner and Tony Gunnel.

Customer Care Committee

(DF) Chair, (PC), (AP), (PSy)

(DF) was confirmed as Company Secretary.

The dates for meetings in 2020 contained within Appendix F were also agreed, whilst recognising the teleconference meetings would be easier to re-schedule if necessary. (AC) encouraged all present to book travel for the face to face meetings as early as possible to gain for most favourable rates.

C. Summary of idea's not finalised during at the Business Planning meeting on 9th December 2020.

(AC) asked all present if there are any further suggestions to be presented to Council. (EA) suggested a Podcast could be developed for the Society, (HK) suggested an App could be developed containing advertising as a source of revenue for the Society. (AC) advised these subjects would be covered under communications and marketing. (DW) advised that the Membership Committee should include Fellowship under membership engagement.

D. Actions/decisions taken since last meeting

(DW) referred to Appendix G, confirming there were no actions/decisions taken since the last Committee meeting.

20-01-7

Strategy and Policy

A. Review scope of each of the priorities defined at the Business Planning Meeting

(AC) asked Council to review the main objectives for each of the priorities for the Society in 2020 contained in Appendix K and confirm they represented the discussion at the Business Planning Meeting that took place on 9th January 2020.

Council agreed the information contained in Appendix K did reflect previous discussions and allocated the project to the Committees below.

- End Point Assessment – Standards Committee
- Website / CRM – Membership Committee
- Education – Standards Committee and Delivery Committee
- College of Audiology – (AC) and (DW)
- Membership Engagement – Membership Committee
- Communication – TBC
- Diversity (Work Force and Clientele) – Membership
- CPD Accreditation – Standards Committee
- HCA's – Role clarity and guidance – Standards Committee

It was recognised that some of the projects would have a cross over between Committees, and projects should be presented to Council in the form of a business case for approval.

20-01-AP5

(KG) to circulate Appendix K to Council when it has been updated.

Post meeting note – this was done by (AC) on 1st February 2020.

B. Worked examples of project scoping and initiation phase

(AC) referred to Appendix L, project initiation document (PID), advising each Committee Chair/Project manager, in partnership with their Committee, will complete for each project, He advised this should then be submitted to (AC) and (DW) to check for repetition of work.

He drew attention to the importance of identifying the scope for each project, advising this should not be deviated from and the importance of setting realistic time frames.

(SD) asked if ongoing projects from 2019 which have not yet been completed should be put into a PID, (AC) advised this would possibly be an advantage and any such projects should be put into a PID and be reviewed by the project team.

C. Membership Committee Chair appointment

This was covered emailer in Governance item B.

20-01-8

Finance and Commercial

A. Update on preparation for 2018/19 end of year accounts

Included in 20-01-8 item B.

B. 2019/20 budget and period 5 report

(DW) gave an overview of Appendix H1 and H2 giving new Council members guidance of the reporting of the Society's finances. During the discussion it became evident that a webinar call on finance would be beneficial to Council members.

20-01-AP6

(PSy) to develop a webinar for Council members who require guidance on accounting procedures and reporting.

20-01-AP7

(DW) to circulate the breakdown of nominal codes used in the management report to new Council members.

(DW) informed Council of the need to open a new bank account to keep within the financial compensation scheme and confirmed this is in hand.

Council discussed the aged debtors list contained within Appendix H2. The outstanding debt against Specsavers was highlighted. (SD) advised this is in hand and will be paid in the very near future. (DW) confirmed that a new administration procedure regarding advertising is being developed to ensure tighter control of revenue collection.

C. Risk

(DW) referred to Appendix J, advising the main financial risk to the Society is the loss of advertising income from BSHAA People, he informed Council that efforts have been made to seek new advertisers, but this had not produced any further income and this should be treated as a serious and immediate financial threat. He also advised that although membership revenue is a potential moderate risk, the Society has a strong history of retaining members. (DW) made Council aware of the high financial risk associated with the BSHAA Congress, advising that the level of management input to the event was much greater than anticipated, which prevented support contract hours being allocated to other functions of the Society. He also advised of the moderate risk associated with the College of Audiology which BSHAA would continue to monitor.

20-01-9

Sub Committees & Task groups

A. Membership Committee

Council discussed the status of Honorary membership status and if there is a need to create a policy for approving new honorary members. All agreed this process happened so infrequently it could be dealt with on a case by case bases.

B. Delivery Committee

(SD) informed Council of a BSHAA Masterclass which will take place on 27th & 28th March 2020, advising that more details will follow, included the announcement of the guest speaker.

C. Headline updates from other Committees

Personal sound application products (PSAP's)

(PSy) gave the Council an overview of the current growth in PSAP's commenting that although the Society cannot stop the sale of such items, it should offer an opinion on such devices, possibly via an article in BSHAA People. Council agreed.

20-01-AP8

(PSy) and (JS) to write a communication on Personal sound application products (PSAP's) for use across the spectrum of the Societies media platforms.

D. Assign and confirm ownership of projects and Committee membership

This subject was covered earlier in item 20-01-07

E. Agree future reporting arrangements and expectations

This subject was covered earlier in item 20-01-07

20-01-10

External relationships and consultations

A. Overview of key relationships

(AC) gave feedback to Council on the results of conversations with manufactures regarding Congress and education events, reporting they are keen to support events which are training and education focused, with finance sponsorship to be shared between exhibition space and the sponsorship of a speaker of BSHAA's choice. (AC) advised he is in the process of preparing a proposal on the future outline of Congress and educational events and their sponsorship, which he will bring to Council for approval before presenting to BIHIMA.

(RGM) drew attention to the closure of the UCL/Action on Hearing Loss library which is due to take place in August 2020, commenting this will be a great loss and the content should be preserved. He questioned if there was a way BSHAA could work together with other associations to preserve the content for future generations of students, audiologist and the proposed College of Audiology. He advised that discussions are currently taking place regarding the distribution of the content to libraries, other institutions and long term storage, so imitate action is required as the current building has to be vacated. (DW) drew attention to the long term financial implications of maintaining such a library. (AP) suggested BIHIMA could be approached regarding this matter. All agreed the Society should look into ways of protecting the content of the library being split up.

20-01-11

Agreed items brought forward

(DW) advised the Society legally has to hold an AGM before 31st July 2020 and advised that BIHIMA have agreed to allow BSHAA to hold the AGM within their meeting 14th & 15th May 2020.

20-01-12

Review of the meeting

(AC) gave a review of the meeting and reminded all present to complete their actions in a timely manner, ensuring deadlines are met.

20-01-13

Date of next Council Meeting

Next Council meeting will be held on Tuesday 31st March 2020

There being no further business, the Chair declared the meeting closed.