



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited
Phonak UK, Sonova House, Lakeside Drive, Centre Park, Warrington, WA1 1RX**

Thursday 17th March 2016

Present: Mr P Sydserff (Chair) (PSy)
Mrs S Vokes (SV)
Prof D Welbourn (DW) (CEO),
Mr I Croft (IC)
Mr D Foley (DF)
Mr T Rainer (TR)
Mr B Perkin (BP)
Mr A Coulter (AC)
Mr P Harrison (PH)
Mr Rory Kewney (RK)
Mr Paul Nand (PN)

In Attendance: Dr J Jindal (JJ),
Mrs K Girling (KG),
Mr D Peel (DP)

16-03-1a **Apologies:** Mr T Andrews (TA)
Mrs S Godkin (SG)
Mr Raul Garcia (RG)
Mrs A Pugh (AP)
Mr N Raithatha (NR)
Mr C Campbell (CC)

16-03-1b **Members Contact Details and Conflict of Interest**

(PSy) reminded Council members of the need to declare any Conflict of Interest or change of circumstance that may have arisen since the last Council meeting. No additional Conflict of Interest or change of circumstances were declared. (PSy) also asked Council to inform of any change of contact details. (RK) informed Council of change of address. (DW) made Council aware that support arrangements are to be discussed during the meeting and (KG) (DP) (DW) (JJ) may need to leave the meeting due to conflict of interest.

16-03-1c (KG) to update BSHAA Council meeting attendance record with details of all present.

16-03-2 **Review Agenda**

(PSy) asked Council if there were any items for consideration under AOB. (JJ) wished to add the subject of Fellowship. (PSy) agreed it could be added to the Professional Standards section of the agenda.

16-03-3 **Minutes of previous meeting**

Minutes from Council meeting on 21st January 2016 were noted and approved, with the amendment of (AC) added to 16-1-DP1 (formally approved directors)

16-03-4 **Perspectives**

A. President's Report

(PSy) made reference to his report (Appendix B) circulated prior to the meeting, drawing attention to a recent article from Action on Hearing Loss which gave the view that hearing aids are more expensive from the private sector than the NHS. It was discussed and noted by Council that this was not a direct comparison and BSHAA should continue the dialogue with AOHL on the subject.

(DW) suggested a 'Myth Buster' page on the BSHAA website to dispel some of the popular beliefs around this subject.

16-03-AP1 **(PSy) to lead on the development of a 'Myth Buster' page. (All) to send (PSy) to send 3 myths to be dealt with on the website by 25th March 2016**

B. Chief Executive Report

(DW) referred to the Chief Executive Report (Appendix C) drawing attention to 16th February 2016 when he was in conversation with Meltwater (an information lead provider). (DP) confirmed this service is no longer required on the new website. (DW) confirmed he is still involved in negotiations to cancel the contract. (PN) brought to Councils attention the need to put Facebook and Twitter feeds onto the new website.

16-03-5 **Strategy and Policy**

A. Purpose - Project Discovery and the next steps

(PSy) updated Council on the result of the vote for the formal words for BSHAA's Mission Statement of "What BSHAA Stands For" which have been agreed, thanking members for their input to the project. (DP) confirmed this is now on the website. (DW) informed Council the subject is to be featured in BSHAA People. It was suggested that the statement should also be used in the following applications.

- Congress screen saver
- Pull up banners at events
- Printed on the back of membership cards
- Twitter and Facebook
- Heading on Council meeting agenda
- Email signatures

B. BSHAA's Organisational support arrangements

(PSy) address Council and it was agreed that all present should stay in the room for the following discussion. (DW) drew attention to Appendix D section 4 (summary of recommendations) and invited Council to discuss and vote on each of the 14 recommendations.

Recommendation 1 Agreed

(PSy) informed Council that the CEO (DW) is to have an appraisal on 22nd March 2016 which is to include developing the role of CEO in the area of networking in the future.

Recommendation 2 Agreed

(DW) informed Council of a constructive and supportive meeting with EBS and identified areas that need clarification. He confirmed that EBS would prepare the finance reports and it would be Finance Committees role to control the budgets plus financial arrangements.

Council also discussed the storage of documents and the need to make arrangements to store documents electronically in the future.

Recommendation 3 Agreed

Recommendation 4 Agreed

(PSy) asked Council for volunteers for the role of Company Secretary (DF) declared an interest and informed Council he would step down from his current role of Treasure if appointed. Council agreed that (DF) should become Company Secretary. (PSy) thanked (DF) for the work he had done for the society during his time as Treasurer.

16-03-DP1 Council agreed that Philip Baker will step down as BSHAA Company Secretary. (DF) is to step down from his role as Honorary Treasurer and take up the role of Company Secretary.

16-03-DP2 (TA) is to be proposed as Honorary Treasurer as Chair of the Finance Committee.

Recommendation 5 Agreed

Recommendation 6 Agreed

Recommendation 7 Agreed

Recommendation 8 Agreed

Recommendation 9 Agreed

(PN) suggested to Council that the completer finisher role could be an area where technology should be used. All agreed. (DW) highlighted the need for the Society's to meet its requirements as a professional body.

Recommendation 10 Agreed

Council discussed the tendering process for BSHAA events and the following actions were agreed.

16-03-AP2 (DW) and (SV) to finalise the tender for Congress by 2nd April 2016

16-03-AP3 (DW) Invitation to be sent out to companies who BSHAA would like to tender for BSHAA contracts.

16-03-DP3 A tender interview panel of the following Council members has been agreed.

(AC) (TR) (BP) (SV) (DF) (DP) and a meeting to be arranged with the companies tendering after Congress.

Recommendation 11 Agreed

Council discussed the need for membership to be developed and the requirement for a membership committee to assist in the development of this area. (TR) suggested that Council members could ask questions of delegates when they are networking at audiology events to gain an insight into their views on BSHAA.

- 16-03-DP4 A Member Services Committee to be set up, compiling of an initial meeting of the following Council members and support to discuss the needs and direction of the Committee.
(PN) Chair, (AC) (DF) (IC) (JJ) (KG)**
- 16-03-AP4 (PN) to arrange a date and location for Membership Discovery Day meeting by Tuesday 22nd March 2016 and develop an agenda for discussion at the Discovery Meeting on how to develop member benefits.**
- 16-03-AP5 (DP) to put on the BSHAA website the results of a membership survey conducted by Hall Associate in May 2013**
- 16-03-AP6 (KG) to post a membership pack to Membership Discovery Day attendees.**

Recommendation 12 Agreed

- 16-03-AP7 (DW) to write a job description for a Marketing Project Manager by 25th March 2016**

Recommendation 13 Agreed

Council discussed various aspects of social media and how best to support this. (PN) suggested that Council should increase its involvements in Twitter and Linked In. Council agreed.

- 16-03-AP8 (DW) in include a tutorial Session for Council on Social Media by (PN) in the agenda for the next Council meeting.**

Recommendation 14 Agreed

Council discusses the technology infrastructure to support marketing and events. (DW) informed council of difficulties with the Webinar facilities. Council discussed the requirements of the society with (DW) highlighting the need for document management strategy.

- 16-03-AP9 (DW) assisted by (JJ) to source expert advice on document management system, to meet BSHAA's document management needs by the end of April 16.**

16-03-6 Governance

A. Transition to BSHAA's revised articles. Appendix E

(PSy) referred to Appendix E and asked Council to vote on the recommendations listed in section 6.

Recommendations

1. **CEO continues to register as director without a vote.** – Agreed.

Council also noted the consideration in Appendix E that Council should ensure that there is always at least one post is available for non-registrants to seek nominations as a director.

2. **Council should approve the suggested transitional selection criteria to manage the staging of retirement of current directors.** – Following discussion, it was agreed to defer the decision on the selection criteria, to allow further reflection from Council Members. Rather than repeat the discussion at next meeting, it was agreed that the proposed criteria would stand if no alternative suggestions were raised with DW by 25th March.

16-03-AP10 (ALL) to provide any comments on alternative proposals/suggestions on suggested transitional selection criteria to manage the staging of retirement of current directors to (DW) by 25th March 2016 who will report back to Council at the next Council meeting.

B. Updated Governance

(DW) drew attention to Appendix F1 to F3. Council discussed elements of the papers and voted to accept the recommendations.

16-03-DP5 Council voted to accept the recommendations set out in Appendix F1 to F3

C. Membership/Secretarial

(KG) gave Council an overview of the current situation regarding membership, highlighting the recent project on contacting members who had not yet renewed their membership. A list of members who had not yet renewed their membership was presented to Council and it was agreed that they would now be made inactive. Council discussed ways which membership could be increased. It was agreed that this is an area which will be covered by the newly formed Member Services Committee.

16-03-DP6 Members who had not paid their renewal fee will be made inactive on the membership database.

16-03-7 Finance

A. Strengthening financial management

(DW) gave an overview on the current financial position of the society. He assured members that the Society has strong financial reserves, but that it remains important to strengthen the in-year position so that we minimise demand on the reserves. He informed Council of the steps which had been discussed at the new finance committee. It is important that the procurements and budget control processes being developed will be in place before the next financial year. It is expected that these plans will not only give tighter financial control, but should reduce the cost of financial reporting, as they will be more closely aligned with the accounting software. He advised Council that the budget control plan, along with the recently formed Finance Committee, will ensure the finances of the society will be managed with greater control in the future.

Council discussed the proposals in Appendix H and agreed to adopt them.

16-03-DP7 Council agreed to adopt the proposals for financial management in Appendix H

B. Cash/Budget Report

The budget reports in Appendix I were discussed and Council agreed with the need for expenses claims to be submitted as early as possible to help with budget control and expenditure. Council discussed the need to develop an expenses policy for BSHAA.

16-03-AP11 (KG) to distribute examples of expenses policies to BSHAA.

16-03-8 Sub Committees and Working Groups

A. Website launch

(DP) gave an overview of the current situation of the BSHAA website, highlighting the problems with the data which has been moved from the old site. Further problems have also been discovered with the 'Find a Dispenser' element and the Memberbase, which are currently being addressed with Senior Internet. This has led to the launch date being delayed. All parties are working to a new launch date of the 29th March 2016

B. Actions/Decisions taken since last meeting

(DW) informed Council that there were no actions/decisions taken since last meeting other than the ones reviewed in Appendix P

C. Professional Standards Committee

(DW) gave Council an overview of Appendix K, highlighting the first meeting of the newly formed Committee where the scope and responsibilities for the group were discussed.

D. Professional Development Delivery Committee Report

(JJ) drew attention to Appendix L confirming that BSHAA were HCPC's preferred professional body. He also informed Council that the attendance of the Professional Development Day's recently held in the North and South was poor. This has resulted in a review of the agenda and the location of future meetings. (RK) is to assist (JJ) and (PSy) with the event planned for September 2016, which will now be one event instead of two.

(JJ) referred to the subject of enhanced practice covered in Appendix L and highlighted the need for more trainers, and informed Council of interest already received of the next course.

(DW) commented to Council that he is aware BSHAA have not communicated with the membership enough concerning fellowship and the need to participate in events as well as attend them. (JJ) referred to Appendix L and the application/guidance form which has been produced by the PDC.

16-03-AP12 (JJ) to distribute the application and guidance form for Fellowship to Council on 18th March 2016 for review. Council to report back to (JJ) with any comments.

E. Customer Services Committee report

(DF) reported to Council on the recent Customer Services Committee meeting which included discussions of the production of the ear care booklet which is now available in PDF form on the website. He informed Council that there had been an increase in the number of complaints received by the CCS and this will be monitored in coming months to assess if the CCS will require increased resources to deal with the demand. The committee have also been monitoring the feedback on the complaint process received from complainants with a view of increasing the feedback by requesting for information from the dispenser as well as the client.

(DF) also informed Council of the recent communications with Trading Standards on the subject of terms and conditions covering private home visit's and the 14 days' notice of cancellation, which differed from the advice sort from a solicitor by the society. It is the intention of the CSC to go back to Trading Standards for a definitive answer on the subject. The next CSC meeting will be on the 18th May 2016 via Webinar.

F. Communications Committee report

(DP) referred to Appendix N drawing attention to recent e-bulletin's informing members about the website and two recent development days and Congress early booking discount.

G. Congress

(DW) informed Council that currently the number of people registered to attend Congress is down on previous years and encouraged Council to promote the event among their networks.

16-3-9 External relationships

A. Hearing Alliance and the Commissioning Framework

(DW) gave a verbal account to Council on the Hearing Alliance, informing Council that the work is progressing and there are plans to launch at a summit (date to be confirmed) where it is intended to have a BSHAA representative

B. Consultations

(PSy) gave a verbal update to Council on the NICE Scoping Workshop on the guidance for the clinical delivery of hearing care to adults within NHS England, informing Council of the intention of BSHAA to continue to be involved in the subject.

16-3-10 Actions arising not already covered – Appendix P

(PSy) referred to appendix P (Actions list) and informed Council that all actions had been completed apart from the following.

16-1-Ap3 which is in hand

15-11-Ap4 which is to be reviewed.

15-11-Ap5 which is ongoing

16-3-11 Agreed items brought forward (AOB)

(DP) referred to the form regarding support from Council at this year's Congress which had been distributed, he urged Council members to complete and return to him.

16-3-12 Review of meeting

(PSy) gave a review of the meeting and thanked Council members for their contribution, commenting on it being a very useful and informative meeting drawing attention to the need and desire to move forward with proposed projects discussed throughout the day,

he highlighting the fact that Congress is the next big event for BSHAA and encouraged Council to support the event where possible.

A record of the decision points are detailed below:-

- 16-03-DP1 *Council agreed that Philip Baker will step down as BSHAA Company Secretary. (DF) is to step down from his role as Honorary Treasurer and take up the role of Company Secretary.*
- 16-03-DP2 *(TA) is to be proposed as Honorary Treasurer as Chair of the Finance Committee.*
- 16-03-DP3 *A tender interview panel of the following Council members has been agreed. (AC) (TR) (BP) (SV) (DF) (DP) and a meeting to be arranged with the companies tendering after Congress.*
- 16-03-DP4 *A Member Services Committee to be set up, compiling of an initial meeting of the following Council members and support to discuss the needs and direction of the Committee. (PN) Chair, (AC) (DF) (IC) (JJ) (KG)*
- 16-03-DP5 *Council voted to accept the recommendations set out in Appendix F1 to F3*
- 16-03-DP6 *Members who had not paid their renewal fee will be made inactive on the membership database.*
- 16-03-DP7 *Council agreed to adopt the proposals for financial management in Appendix H*

16-3-13 Date of next Council Meeting

Next Council meeting to be held on the 10am 26th May 2016 at 30 Euston Square, London.

There being no further business the Chairman declared the meeting closed.