



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited  
30 Euston Square, London**

**Thursday 19<sup>th</sup> January 2017**

**Present:** S Vokes (SV) (Chair)  
P Sydserff (PSy)  
Prof. D Welbourn (DW) (CEO)  
S Godkin (SG)  
P Nand (PN)  
D Foley (DF)  
A Coulter (AC)  
I Croft (IC)  
B Perkin (BP)  
N Raithatha (NR)  
S Edmunds (SE)

**In Attendance:** Dr. J Jindal (JJ)  
K Girling (KG)

**17-01-1a Apologies** R Garcia-Medina (RG)  
R Kewney (RK)  
T Rainer (TR)  
P Harrison (PH)  
A Pugh (AP)  
C Eaton (CE)

**17-01-1b Members Contact Details and Conflict of Interest**

(SV) 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. (SV) also asked Council to inform of any change of contact details, none were declared. (JJ) informed Council he had a change of circumstances and would complete a declaration of interest form.

**17-01-1c** (KG) to update BSHAA Council meeting attendance record with details of all present.

**17-01-2 Review Agenda**

(SV) asked Council if there were any items for consideration under AOB. The following subjects were agreed to be added to the agenda.

(PSy) wished to add the subject of NCHA, to be covered in external relationships.  
To be covered in 17-01-9 D

(DW) wished to add the subject of HCPC also to be covered in external relationships. To be covered in 17-01-9 F

**17-01-3**      **Minutes of previous meeting**

Minutes from Council meeting on 25<sup>th</sup> November 2016 were noted and approved.

**17-01-4**      **Perspectives**

**A. President's Report**

(SV) gave Council an overview of her activities, highlighting her planned meeting with the president of BAA, to build on the relationship between the two societies.

**B. Chief Executive Report**

The Chief Executive Report (Appendix C) was noted and approved.

**17-01-5**      **Strategy and Policy**

**A. Preparing for the Council Strategy Day**

(DW) referred to Appendix D and advised Council there would be 2 main elements to the Strategy meeting.

- Topics for policy review
- Clear mandate to Committees for ongoing developments.

(DW) asked Council for any further subject for inclusion in the meeting.

**1<sup>st</sup> element - Topics for policy review.**

Council discussed policy topics to be included in the Strategy Day suggested in Appendix D and agreed the following, in order of importance, should be addressed.

1. given the significant shift in market forces affecting hearing care and the role of the audiology profession, how can BSHAA best engage its members to reach an informed policy position which supports the best interests of both its members and those with hearing needs, and avoid being seen as protectionist?;
2. how should BSHAA develop its guidance and accreditation in areas of enhanced and extended practice to strengthen the role of the professional in the light of the above changes?
3. what is the acceptable role and scope of Hearing Care Assistants; how does this relate to the protected function of the Hearing Aid Dispenser; and what additions and revisions are required to existing guidance for both HCPC registrants and HCAs?

**17-01-AP1**      **Council members, who wish to, can produce a single page or slide in preparation for discussion on the first of these at the strategy day.**

**2<sup>nd</sup> element - Mandate to Committees for ongoing developments.**

The other key objective for the Strategy Day was for Council to prioritise the work of each of the committees by agreeing no more than 3 or 4 key aims on which that committee should concentrate in order to support the achievement of BSHAA's purpose.

Each committee chair should work with members of that committee to prepare a list of possible aims for Council to consider at the Strategy Day.

**17-01-AP2 (All) Council members to engage in an email exchange within their committee groups before the Strategy Day, to discuss topics for each committee to address.**

**B. Membership report**

(DW) referred to Appendix E, comparing previous year membership figures, informing Council that the report was produced on November 2016 figures and since then there had been further collection of membership subscriptions. He commented that the report highlighted the fact that membership fees were not being paid on time in September and the society needs to address the fact, developing a strategy to encourage members to pay in a timely manner and improving the renewal process. Council decided this is a subject to be covered by the Membership Committee.

**17-01-DP1 Membership Committee to review the methods in which the society collects membership fees.**

**C. Fellowship update.**

(DW) gave council an overview of the current situation regarding Fellowship of the society. He informed Council that all members would be contacted before the end of January 2017 regarding Congress booking and Fellowship information. These are now available on the BSHAA website, with the end of February for the final date for applications to be received for approval prior to Congress.

(DW) also informed Council on the need to develop a panel to review applications and a word document template for applications for Fellowship, which would be downloaded from the BSHAA website, suggesting that this is an area which could be executed by the Standards/Delivery Committees.

It was agreed to develop a panel to review new applicants for Fellowship which will be chaired by (IC).

**17-01-AP3 (IC) to chair the first meeting and to seek further colleagues to assist on the panel to review applications for Fellowship, assisted by (DW)**

**17-01-AP4 (DW) to prepare a brief for IC on what is expected from this review panel.**

(DW) suggested that the Membership Committee should look at membership packages which could be paid monthly, to include Congress and Fellowship fees.

(JJ) informed Council of Fellowship details being in the Learning Zone of the website, commenting that this is not the area members would probably look for that information. It was agreed that this should be included in a review of what information is contained in areas of the website to be completed by the Communications Committee.

**17-01-AP5 Information and the areas where it is contained on the BSHAA website to be reviewed by the Communications Committee.**

**17-01-6 Governance**

**A. Committee membership and Code of Conduct**

**Committee Membership**

(DW) referred to Appendix F (BSHAA Committee list) informing Council that each Council member had been allocated 2 committees. Council agreed the allocation with the following amendments.

(AC) to be chair of the Professional Delivery and the Professional Standards committees

(SE) to be chair of the Membership Committee

(PN) to be chair of the Communications Committee

(PSy) to be chair of the Finance Committee

Council members were informed that attending committees as an observer member would not be eligible for out of business allowance from the Society.

**17-01-AP6 (DW) to contact all Council members confirming the details of committees and the arrangements for attending committees as an observer member and as non-Council member support to the Standards Committee.**

*Post meeting note – an updated version of Appendix F has been distributed to Council*

#### **Code of Conduct**

(DW) referred to Appendix F1 concerning the code of conduct for BSHAA Council Members which was approved at the Council meeting on 25<sup>th</sup> November 2016 and Appendix F2 (Commitment Statement) which is to be completed by all Council members.

**17-01-AP7 (ALL) Council members to complete form (Appendix F2) and return to (KG) by the end of January 2017.**

#### **B. Actions and decisions taken since last meeting**

(DW) confirmed with Council that there were no actions/decisions taken since the last Council meeting.

Actions arising itemised in Appendix F were reviewed and updated, with the following actions resulting from the review:-

**17-01-AP8 The newly appointed Communications Consultant to present to Council on Social Media at the Strategy Day on 9<sup>th</sup> February 2017**

**17-01-AP9 (JJ) to report to Council by the next business meeting of the needs of the Society regarding data storage.**

#### **C. Membership and Admin contract renewal.**

(DW) gave an overview of the current situation regarding the renewal of the Membership and Administration contract with Executive Business Support (EBS), confirming the contract had been reviewed to include efficiency improvements and key performance indicators.

He confirmed it is his intention to visit EBS before each Council meeting to confirm financial reports, with the intention to report to the chair of each committee with department budget reports.

**17-01-DP2 Council authorised (DW) to sign the renewal contract with EBS**

**17-01-7**      **Finance**

**A. Finance report and budgets**

(DW) referred to Appendix H1 and gave an overview on the current financial position of the Society, drawing attention to the saving made on meeting cost. He advised Council that the finances of the Society were healthy, and it will be the responsibility of the Finance Committee and the Congress Committee to keep a firm check on the finances/budgets of the forthcoming Congress.

(DW) informed Council that the nominal codes had been reviewed to give a clearer view of the budget/financial reports.

Council reviewed Appendix H2, highlighting the need for funds to be moved out of the Santander account to comply with the current FSCS guidelines and the aged debt list to be chased for payment.

**17-01-AP10**    **(DW) to write to Nigel Thompson regarding the £36 outstanding debt and Shahid Muneer regarding the £70 debt**

**17-01-AP11**    **EBS to contact all outstanding debts over 100 days reminding them of the 8% above base statutory interest rate for late payment as an encouragement to early payment.**

**17-01-AP12**    **Accounts department at EBS to make arrangements for the balance of the Santander account to be reduced to comply with the current FSCS guidelines.**

**17-01-8**      **Sub Committees and Working Groups**

**A. Future arrangements for marketing and communications.**

(SV) informed Council 4 people were interviewed with 2 going onto further second interview. She informed Council that the successful candidate is Jamie Summerfield, who will hopefully be starting with the Society early February 2017. She commented on Jamie's enthusiasm regarding the role and his expertise in marketing, website, and communications technology.

**17-01-DP3**      **Council approved the appointment of Jamie Summerfield as Marketing Manager.**

**17-01-AP13**    **(DW) to contact Jamie Summerfield to inform him of the appointment and finalise detail of the contract (1 year with a 6 month review, increasing to a 3 – 5 year contract in the future).**

**B. Delivery Committee Report including Congress arrangements**

(DW) informed Council that the Congress 2017 launch was now live on the BSHAA website, with a theme of 'Hear Well Live Well'. The website will be regularly updated with information concerning all elements of the Congress. He also confirmed that the keynote speaker has been confirmed.

(JJ) gave Council an overview of the Professional Development Day taking place on 26<sup>th</sup> January 2017 in Belfast and the Webinar also planned for the same day, informing Council that the registrations for the Webinar were low and encouraged Council members to promote the event amongst their networks.

(JJ) informed Council of 2 further Webinars planned for 2<sup>nd</sup> March 2017 and 13<sup>th</sup> April 2017.

He also informed Council of the intention to move the south Development Day for 2017 away from the AGM. It is felt that it would increase attendance numbers in the future. It was suggested the AGM should be included in Congress 2018. It was decided to refer the date and location of development days in 2017 to the Delivery Committee for further discussion.

**17-01-AP14 Delivery Committee to discuss the date and location of development days in 2017**

(SV) gave Council an update on the arrangements for Congress 2017 confirming the Gala Dinner would be black tie, and the entertainment theme being 'BSHAA's got talent' with (DF) as compere, she asked Council for volunteer judges for the event.

**17-01-AP15 (ALL) Council members who would like to volunteer to be a judge at the BSHAA's Got Talent event at Congress to get in touch with (SV)**

(PSy) confirmed to Council the arrangements for a golf event being hosted by (PSy) where anyone can pay to enter and the proceeds would be donated to charity. He asked for Council members for suggestions of prizes.

**17-01-AP16 (ALL) to support in providing prizes for the charity golf event to be held during Congress.**

**17-01-AP17 (ALL) to take a look at the Congress element of the BSHAA website and report to (DW) on suggested improvements.**

(JJ) asked Council for assistance with the proposed regional events for 2017. (SV) offered help with the East Midlands area and (IC) the Wales region.

**C. Website update**

(PSy) reported to Council that the website is better than it was, but still needs work to be reviewed in certain areas. (KG) informed Council that there is an issue with auto renewal dates now that we have moved to a new year and ongoing issues with the CPD tool. (NR) reported to Council on the difficulty for members of the public to find the 'Find an Audiologist' tool and all agreed it should be made more visible on the home page. (PSy) also commented that the new Marketing Manager will be liaising with Senior Internet in an advisory capacity on the content and functions of the website, whilst not detracting from the important communication and marketing work itemised in the marketing role contract.

**17-01-AP18 (KG) to compile a summary of current issues and any outstanding issues with the website for discussion with Senior Internet.**

(DW) informed Council that at present he has the administration rights over the website, which would be taken over by Jamie Summerfield in due course. He also drew attention to the need for all Council members to assist with the content and news items for inclusion on the website.

**17-01-AP19 (SV) to write a 'Presidents Page' for the BSHAA website to replace the page written by (PSy) during his term of presidency.**

**17-01-AP20 (ALL) Council members to supply articles for new page for the BSHAA website**

**D. Professional Standards Committee.**

(DW) informed Council that the Professional Standards Committee has not meet since the last Council meeting and as a consequence there is no report to be presented.

**E. Customer Services Committee report**

(DF) reported to Council on the Customer Service Committee meeting held on the 25<sup>th</sup> November 2016 referring to Appendix J, highlighting the review of the consent form. He also commented on the fall in the number of complaints received by the CSC in recent times. Council discussed if the was a result of customers not being aware of the Customer Care Scheme or are companies were dealing with the complaints in house, prior to the necessity for the complaint to be referred to the CSC. (DF) informed Council that the complaints received by the HCPC had also dropped. (SV) suggested members could be issued with a certificate of membership of the CSC to be displayed in their practice. (JJ) reminded Council that members should include details of the CSC in their paperwork and suggested they should be reminded of this.

**F. Membership Committee.**

(DW) informed Council the membership Committee has not met since the last Council meeting and as a consequence there is no report to present to Council.

The date of the next Membership Committee meeting was confirmed as 23<sup>rd</sup> February 2017 at EBS in Lichfield.

17-01-9

**External relationships**

**A. BAA**

(SV) gave an oral account to Council on her recent meeting with Michele Booth (President of BAA) and informed Council of her intention to have regular meetings to grow the relationship between the two societies.

(DW) inform Council he is in contact with Wendy Farrington Chadd (CEO of BAA) to develop relationships between BAA and BSHAA from a non-audiologist perspective.

(DW) also reported that Sue Falkingham (BAA Vice President) has invited him to attend the next Heads of Services meeting to develop a shared understanding of developments within the industry.

**B. AEA**

(DW) gave an oral update to Council on BSHAA's membership of AEA, informing that BSHAA Observer Membership status is coming to an end and the society will need to decide if it is to be converted to Full Membership. He reported that the cost of full membership of the AEA is approximately £3500 and proposed that a joint membership with the BAA could be advantageous and give the UK a presents within AEA.

17-01-DP3

**Council gave approval for (DW) to approach BAA with a view to joint membership of AEA**

**C. Hearing Alliance and the Commissioning framework**

(DW) gave an overview to Council on the action plan on hearing produced by the Department of Health concerning affective hearing care. Strategy sessions are planned in the next few months, which he encouraged BSHAA along with BAA to react to the NHS England proposals and influence future policy.

**D. NCHA.**

(PSy) informed Council that BSHAA no longer had a liaison representative within NCHA and asked if this something the society would like to rectify. (SV) commented on the benefits of maintaining relationships with the NCHA and thanked (PSy) for volunteering to assist with this matter.

(DW) confirmed that he is meeting with the NCHA along with (PSy) and (JJ) on the 21<sup>st</sup> February 2017

**E. BSA.**

(JJ) reported to Council that the BSA is investing in web based software with the potential of a sharing deal with BSHAA for future educational events.

**F. HCPC.**

(SV) informed to Council that (DW) and (PSy) are meeting with HCPC on the 27<sup>th</sup> Jan to discuss key topics to include HCA's, protected function and protected title. HCPC actions not being consistent in cases referred to them, to establish guidelines and to encourage them to recommend registrants join a professional body.

**G. BTA.**

(DW) informed Council of regional networks for audiologist to be set up by David Bagley (BTA Chair) which members of the independent sector and the NHS are encouraged to join. (DW) has included this information in a recent e-bulletin to members and is also on the BSHAA website.

**17-01-10      Actions arising not already covered – Appendix K**

Item covered in 17-01-6 B

**17-01-11      Agreed items brought forward (AOB)**

(KG) presented a list of new members for Council approval. All were approved.

**17-01-AP21    (KG) to check Student HCA's seat of learning and ask Senior Internet to develop a field to indicate this on the website applications.**

**17-01-12      Review of meeting**

(SV) gave a review of the meeting and thanked Council members for their contribution.

(SV) thanked (PSy) for his contribution to the BSHAA Council and the Society during his term of President which was echoed by all present.

**17-01-13      Date of next Council Meeting**

Strategy Meeting will be held on 9<sup>th</sup> February 2017 at the Concord Conference Centre, Runway Visitors Park, Manchester Airport.

Next Council meeting will be held on the 6<sup>th</sup> April 2017, venue to be confirmed.

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



A record of the decision points are detailed below:-

- 17-01-DP1      Membership committee to review the methods in which the society collects membership fees.*
- 17-01-DP2      Council authorised (DW) to sign the renewal contract with EBS*
- 17-01-DP3      Council approved the appointment of Jamie Summerfield as Marketing Manager.*