



Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited
The Radisson Blu Edwardian Grafton Hotel, 130 Tottenham Court Road, London, W1T 5AY Thursday
10th July 2014

Present: Mr B Downes (Chairman)
Mr P Sydserff
Mr S Cox
Ms K Finch
Mr C Campbell
Ms S Vokes
Mr T Andrews

In Attendance: Mr A Torbet (CEO), Mr D Peel, Mr P Baker, Mrs. S Godkin, Mrs. K Shepherd, Mr D Collet-Fenson

Apologies: Mr Ian Croft, Mr David Foley, Mrs Carol Beecher

5622. BSHAA Council Directors

(BD) opened the meeting and welcomed those attending. (BD) advised that the first order of business was to discuss confidential matters regarding the BSHAA Council Directors and that guests would join the meeting after this item.

The report was circulated prior to the meeting and noted.

(BD) advised that the BSHAA Council should ideally have 12 Directors. Of the current 10 Directors, (IC), (BD) and (SC) were due to retire by rotation and (SV) must, as a co-opted member, present herself for election

(SC) advised he was not seeking re-election, (BD) confirmed he would be standing for re-election. (BD) commented that (SV) would be standing for election and that (IC) had not yet confirmed.

(BD) advised that (CC) had regretted his inability to attend a number of Council meetings but wished to continue as a committed Council member.

(BD) advised that there are 2 new potential Council members (SG) & (KS).
(BD) - (SG) is considering starting a degree programme and is slightly concerned about being able to fully commit to both roles. (KS) has the full support of her employer.
(KF) commented that (SG) would be welcome on the Congress committee if she does not feel she can commit to be on the Council. (AT) commented that Council should be aware that there could be a financial implication for (SG) as an independent Director would be able to claim loss of earnings.

(BD) advised there are 6 vacancies on Council with potentially 4 seeking election. (TA) commented that the Council should encourage and actively seek potential council members.

Action (PB) to send out Council nomination letters to BSHAA membership advertising the 6 vacancies on the BSHAA Council at the AGM.

Welcome to Samantha Godkin - Hearing Aid Audiologist, Boots Hearingcare / David Ormerod Hearing Centres

Welcome to Karen Shepherd - Head of Professional Standards Boots Hearingcare / David Ormerod Hearing Centres

Welcome to Duncan Collet-Fenson - AIHHP Chairman

5623. Introductions for Guests participating at the Council Meeting.

(BD) welcomed the guests invited to attend this BSHAA Council meeting and asked for them to introduce themselves.

(DC-F) has taken over from Sam Rossiter as the Chair of the AIHHP which has a standing invitation for a representative to attend Council meetings.

(SG) has 20 years' experience in the hearing care profession and is now working with Boots Hearingcare. (SG) commented that she is interested in assisting the Congress Organisers and Professional Development Committees.

(KS) has worked in audiology, previously in NHS and for manufacturers, and now independent sector for the last 12 years. (KS) commented that there have recently been changes in Boots Hearingcare and she is now pursuing her core passion of promoting professional standards.

It was noted that (CC), (SV) were delayed but would be joining the meeting.

(BD) advised the agenda has been revised to allow for a reflective afternoon session and to comment on the progress made in various important areas.

(BD) commented that there has been a larger than usual gap between meeting as the meeting at the Congress was cancelled. (BD) advised he would be happy that there would be no pre-Congress Council meetings but the timings of other meetings would need to be altered to minimise the gap.

5624. Minutes of the previous meeting.

Action (PB) to finalise and produce the new member welcome packs discussed in the previous minutes.

Correction to minute 5607 – hearing *loop* campaign

Minutes including above correction signed off as a fair and true representation.

5625 Matters Arising from Council meeting – Actions from the previous minutes

5599 – (PB) confirmed that this action had been completed and ongoing process set up to monitor non-renewal members using BSHAA post-nominal letters.

5602 – (KF) commented that a separate meeting would be arranged to discuss and create a guide for organising the BSHAA Congress. (BD) advised that the Congress committee needs to be formally recognised as a standing committee of the Council. **(AT) Action to be carried forward.**

5604 – (BD) advised this would be covered later in agenda – *see minute 5627*

5605 – (BD) commented that BSHAA had responded to HCPC consultation the comments were considered by the HCPC and changes or recommendations have been added to the document.

5606 – (DP) commented this action had been completed and BSHAA members can unsubscribe from the text message mailing list.

5607 – (DP) commented this action had been completed and the BSHAA hearing loop campaign was advertised at the Congress.

5608 – (SC) commented that feedback would be provided to the Customer Service Committee.

(AT) advised that the wording would first be circulated to the Customer Service committee and then to Council for final approval. **(AT) Action to be carried forward.**

5610 – (DP) commented this action had been completed

5614 – (TA) advised that BHAMA do have minutes which have been requested.(TA) commented that he did not feel it was appropriate to chase the BHAMA Chair at this time. **Action BHAMA update item to be included in future agendas**

5618 – (BD) commented that he had not completed this yet but would send the information as soon as possible.

5621 – (BD) advised that Mark Laureyns, President of the AEA, has accepted an invitation to attend the BSHAA Council meeting in November. Discussion will include BSHAA membership of the AEA and options including any costs.

5626. President Report

The report was circulated prior to the meeting and noted.

(BD) advised the report was a summary of the President's actions and attendance on behalf of BSHAA since the last meeting.

5627. Criteria for Honorary MSHAA/FSHAA Nomination

(BD) commented that, following the nomination of Gordon Gipson as an Honorary Fellow of the Society, it highlighted that BSHAA needed a policy with the criteria for nominating Honorary awards. (BD) asked the committee for input on the guidance sheet that was circulated prior to the meeting.

Action All Council members to complete Honorary awards guidance sheet and return to (BD).

(DP) commented that to aid potential nomination the BSHAA database should hold the positions held on the various BSHAA committees.

Action (DP) to liaise with Axia to develop a simple way of recording BSHAA positions held on the database.

5628. Proposal to mark 60th Anniversary of the founding of the Society

(BD) commented that, as this year is BSHAA's 60th anniversary, there is opportunity to mark it with an award. (BD) suggested a President's Diamond Award, using a cost of around £50 and for the focus to be different to the Honorary membership award. All agreed.(CC) commented that as BSHAA is the oldest hearing care professional body the

criteria could be someone that has promoted or progressed hearing care and as such could be an external candidate.

Action Communications committee to take forward the President's Diamond Award to be ready for presentation at this year's AGM.

5629. AGM – 8th November 2014

(BD) commented that the content of the BSHAA AGM was very routine and attendees found it difficult to engage with. (BD) recommended changing the format to short presentations for those required to give reports, these presentations would summarise and highlight key messages in the report. (TA) commented he would be happy to try this change and it would be very worthwhile for BSHAA to highlight the work that is done. (SC) commented that the programme would need to be able to accommodate any comments and the extra time required. All Agreed.

Action – format of the AGM to include short presentations from those giving reports.

5630. Chief Executive Report

The report was circulated prior to the meeting and noted.

(AT) commented that BSHAA has been doing a vast amount of work connecting with the various stakeholders and influencing policies that concern hearing care.

(AT) asked the council for a decision regarding whether work should continue on the Good Outcomes survey. (AT) commented that the information from outcomes is crucial in showing why customers should use the hearing aid dispenser service. (AT) commented that an expression of interest was circulated to BSHAA members but only a small number responded. (CC) asked if the aim of the survey has changed. (BD) commented it was to show evidence that the private sector is doing a better job than the NHS. (AT) commented that the survey was to gather information with an aim to then re-share with the members their result as a comparison to the whole. (PSD) commented that this should not continue in its current state as the aims are not clear. (BD) agreed commenting the intentions are good but the questions are not entirely appropriate. Outcomes survey to be suspended as the content is inappropriate in its current format. All agreed

(AT), following a meeting with Prof. Sue Hill, commented that she is still looking for the economic benefits to private hearing care. (CC) asked what is BSHAA's position or policy on the opinions voiced by Prof. Sue Hill, funding NHS services and CCGs. (BD) asked is it appropriate for BSHAA to have a policy on these items. (TA) commented that BSHAA need to have at least a position if not a policy. (AT) advised that BSHAA does have a policy that hearing care should be the 5th primary care service. (AT) commented that BSHAA need a firm stance to be able to react to potential changes with the upcoming political elections. (CC) agreed and commented that BSHAA need to have an agreed position or run the risk of being sidelined during and after the political elections.

Action (AT) to re-circulate BSHAA '850 words' policy on AQP and 5th primary care service for review by CMs

5631. Communications Committee

The report was circulated prior to the meeting and noted.

(DP) advised there is little to report on the hearing loop project. (BD) commented that if BSHAA did not progress with this project then they should support the Hearing Link's loop project.

(PSD) commented that the draft for the website tender has been circulated and urged all Council members to look through it and comment. (PSD) advised that the tender is being continually updated with an aim to create a product that is as flexible as possible whilst being conscious of the set budget.

(TA) updated the Council on the BSHAA People magazine and advised the current issue is being distributed shortly and the following issue is in good shape.

5632. Customer Services Committee

The report was circulated prior to the meeting and noted.

5633. Professional Development Committee

The report was circulated prior to the meeting and noted.

(BD) advised that the draft Tinnitus Practitioner Training project had been sent to David Baguley who has given very enthusiastic support and there will be a meeting with him to take this forward.

(BD) commented that the proposed document ' Excellence in Adult Auditory Rehabilitation Practices will take account of the delay in the public recognising hearing loss and actually doing something about it.

5634. Congress Organising Committee

The report was circulated prior to the meeting and noted.

(KF) went through a summary of the BSHAA Congress finances and commented that although there was less revenue, good budgeting meant a £18k surplus.

(KF) commented that BSHAA current reserves mean that the income generation from congress is not a necessity. (KF) asked the Council if the next Congress could be budgeted to be cost-neutral. All agreed.

Action Congress Committee to plan a budget for a cost neutral Congress. Congress surplus to be removed from the following year's budget.

(DP) commented that BSHAA need to attract more delegates to the Congress. (KF) commented that it was mostly independent dispensers that attended the Congress and there is a need to engage with the larger companies to get a significant increase in numbers. (CC) advised that this would be difficult for he believed his company's employees would not wish to give up additional days to attend Congress when they already receive comprehensive training within the company.

5635. Finance

The report was circulated prior to the meeting and noted.

(PB) went through the current financial position for BSHAA and commented that most budgets are currently under spent. (PB) commented that the most notable committees are Professional Development and Communications, this being due to the

allocation but not used funds for an Educational Support Lead and the website redevelopment.

(PB) advised that the draft budgets had been circulated and the Committee Chairs had made amendments to their sections. (PB) asked the Council if they were happy with the predicted loss to come from reserve funds as an investment into key areas such as the website and tinnitus practitioner scheme. All Agreed.

Action Budgets to be sent to treasurer for final approval.

(PB) asked the Council whether the membership fees should be increased for the next membership year. After discussion the Council agreed to increase the membership cost in line with 3% inflation, the fee to be rounded down to £195 for full membership.

Action - (PB) to update and send out renewal documentation to members with the increased membership fee.

Action - (DP) to update the website with the new membership fees.

5636. Scotland UPDATE

No Matters Arising

5637. BSHAA Secretariat and Administration Support

The report was circulated prior to the meeting and noted.

(PB) advised that BSHAA now has the facility to take mail order and telephone order credit or debit card transactions. (PB) commented that this will aid payments for all events and membership. (PB) went through the current BSHAA membership figures commenting on the increase since the last meeting and the workforce comparison graphs from the HCPC. (SV) asked if BSHAA could engage with the NHS via RCCP to encourage audiologists to become BSHAA members. (AT) commented that this would be difficult due to difference in job roles.

The 'Leading Change' Agenda - A Reality Check

5638. BSHAA CEO Appointment 2015

(BD) advised Council members that (AT) is planning to retire in 2015 and the Council need to plan for a successor. (BD) advised that a CEO job description had been circulated before the meeting which contains the essential qualities that (AT) possesses and the additional, desirable qualities for the role. (KF) commented that focus should be on the business acumen rather than clinical experience. (PSD) agreed the role was to start with the core skills of running an organisation and as an addition to have clinical background if able. (CC) commented that the role needs to have a skill which (AT) brings but missing from the job description is having a passion for hearing care improvement and its promotion. (BD) advised that, at this stage, just the requirements for the role needed to be confirmed and for Council to then go on to create an advert. (BD) commented that the CEO position needs to be filled by January 2015.

5639. BSHAA identity and strategic priorities.

(BD) advised that this item of the agenda was meant as a reality check to ascertain if the BSHAA mission statement is being progressed in the right way. (CC) commented that the current mission is very good, but actions that have been drawn out have a narrower focus of progression. (BD) commented that the Council need to consider where the gaps are in the planning, although conceded that this would have to be discussed at a later date.

(KS) advised that BSHAA should concentrate on setting the standards of excellence in hearing care and should focus on supporting these ideals rather than policing them. (CC) commented that the standards have been set and BSHAA should be encouraging members to be at this level.

(CC) commented that the Council should be debating whether BSHAA needs to set a minimum standard that full members should to adhere to. (CC) commented that being a member of BSHAA should mean a commitment to basic standards for the member and for to the general public. (CC) the general public should know that if they are seen by BSHAA members they will be getting a correct basic level of service and that they can feedback to BSHAA if this is not the case.

(AT) advised the Council that supporting evidence should be produced to allow BSHAA representatives to effectively argue for hearing care to be the fifth primary care service and the suitability of the private industry.

5640. Council members ability to contribute as volunteers and committee support

(BD) commented that a lot of good actions had been agreed but have had largely slow progress. (BD) advised that actions need to be prioritised by importance. (PSD) commented that if volunteers are unable to complete projects then realistically paid support should be allocated. (KF) commented that the actions require more support and structure on what is needed to be delivered. (BD) commented that the Council need to find out what the priorities are and decide how best to deliver them. (BD) spoke about his frustration about the inability to deliver on the great aspirations generated from the BSHAA Away Day last year. (BD) commented that he was concerned that Council has overcommitted itself to too many actions and should focus on those that have the greatest impact.

(PSD) commented that the output of actions has stalled in the Professional Development Committee not due to a lack of experience or expertise but lack of support. (KS) suggested that BSHAA could alternatively recommend or accredit courses by other providers.

Action meeting to be setup to discuss BSHAA plans and priorities future action and support required.

5641. Any Other Business

No matters arising

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