



Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited
The Hilton Birmingham Metropole 11th September 2014

Present: Mr B Downes (Chairman)
Mr P Sydserff
Mr D Foley
Mr I Croft

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

Apologies: Sarah Vokes, Trevor Andrews, Karen Finch,

5640. 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.

(BD) Welcomed back (SG) (KS) (TR) and (DC). (BD) advised that the Council was quorate for this meeting. The minutes of the Council meeting 10th July 2014 were signed off as a fair and true representation.

5641. Matters Arising from Council meeting – Actions from previous minutes

5622 (PB) confirmed a letter had been sent out to all members regarding the 6 vacancies on the BSHAA Council and requesting nominations for election at the AGM. (IC) commented he would seek re-election at the AGM.

5624 (PB) Presented a copy of the new member welcome packs and it was agreed the new branding was a success.

5625 (PB) confirmed that BHAMA is now included in future agendas.

5627 The criteria for award of Honorary MSHAA or FSHAA were discussed, (BD) presented discussion document outcome (appendix D2).

(DP) reported Axia could develop a simple way of recording BSHAA positions held on the database at a cost of £500. (DP) commented that this facility would be free in the redeveloped website.

5628 (BD) commented that it is BSHAA's 60th Anniversary and suggested the potential of having a Diamond Award to be given at AGM. Suggestions were given.

(IC) commented that Council members may need time to consider nominees. (SG) suggested it may be awarded by the exiting President. (BD) concluded it would be desirable to have a decision by the AGM.

5642. End of Year Formalities

Director Nominations

(SG) and (KS) confirmed they would be seeking election as a Director on BSHAA Council, and would provide (PB) with a personal summary (bio) and photograph for the election process.

5643. Reports for approval

(BD) apologised for the delay in presenting the reports, and said that they would be completed soon and would be ready for the AGM. (PB) advised that the accountants were still working on the end of year accounts and the Treasurer report would be circulated shortly after this date.

5644. President Report

The report was circulated prior to the meeting and noted.

(BD) Presented to the Council the President's Report detailing his time and work on behalf of BSHAA.

5645. Lawrence Werth

A memorial service is being held on 4th November 2014 for Lawrence Werth at St Georges, Hannover Square, London W1S 1FX and afterwards at the Millennium Hotel Mayfair. (BD) (AT) and (SG) will be attending. (TR) commented that he would email the details to any others wishing to attend. It was agreed that BSHAA wished pay tribute to Lawrence within the Society. (BD) suggested an item in BSHAA People, (PSD) suggested the Diamond Award may be given posthumously. (BD) commented that he would be happy to support the award being given and that the Council need time to consider this proposal.

Action - (PSD) to write a tribute on his contributions to BSHAA to be included in BSHAA People.

5646. Criteria for Honorary MSHAA/FSHAA membership

(BD) went through the comments from the proposed criteria for the Honorary Award. After discussion the Council concluded that the following criteria & process:

- Any member can nominate.
- Anyone that meets the criteria can be nominated.
- Only Honorary FSHAA would be awarded regardless of membership type
- Nominations should be sent to the Secretary.
- Decision would be made by the Council with the President receiving the casting vote.

(DF) commented that the award should be given to those that had contributed and not just for length of membership.

Action (BD) to send a letter to long standing members that retire, and if appropriate include a testimony in BSHAA People.

Action (BD) to write up the nomination criteria and process and circulate to the council for discussion.

5647. **Nomination of Alex Mackay and Colin Stanley for Honorary FSHAA award**
(BD) nominated Alex Mackay and Colin Stanley for the Honorary FSHAA award. (DF) asked for further information on these members. (KS) commented when retiring the number of years that person has been a member should be recognised.

Action (DP) to approach Alex Mackay for information and to write a suitable article to appear in BSHAA people. This information to be circulated with Colin Stanley's article to the council for decision on Honorary FSHAA award.

5648. **Chief Executive Report**

The report was circulated prior to the meeting and noted.

(AT) went through the Chief Executive Report, detailing Monitor's research on choice of adult hearing services, and the progress of hearing care becoming the fifth primary care service.

(AT) drew attention to the fact that he would be retiring in April 15. An advertisement has been placed in the HSJ (Health Service Journal) to be available online from 6th October 2014. Anyone who expresses an interest to contact (AT) for further information. (AT) advised that the plan would be to have the new CEO in place in March for a 1 month handover.

5649. **Communications Committee Marketing Report**

The report was circulated prior to the meeting and noted.

(DP) presented the BSHAA Marketing Consultant's Report. (PSD) advised that the Communications Committee had met with website providers and through the course of these meetings it was clear that the initial budget of £30k was not sufficient. (PSD) requested to the Council that the allocated budget for the website should be £60K. (DF) commented that this was an incredibly important investment and that BSHAA has the reserves to fund this.

All agreed website budget increased to £60k.

(PSD) advised that the website is planned to be implemented by Congress 2015.

(DP) advised that the delivery of BSHAA People has not been to the required standard. A complaint has been made to Royal Mail who commented that members had received their issue, even though this is not the case. (DP) advised that this matter was ongoing.

5650. **Customer Services Committee Report**

(AT) advised that the Code of Practice changes had been circulated and that the Council needed to decide if the proposed changes were major ones requiring a vote or if they were minor corrections. The Council agreed that the changes were minor and agreed to adopt them in a reprinting.

5651. Excellence in Standards of Customer Care

(AT) confirmed that the last section was now drafted and would be ready for circulation at the next Council meeting.

5652. Proposed budget variation for Customer Care Scheme

(DF) commented that the current proposed budget for the Customer Care Scheme was insufficient and, due to the volume and complexity of complaints, an increase from £15K to £25K in the allocated budget for the Customer Care Scheme was requested.

The Council agreed to increase the Customer Care Scheme budget.

5653. Professional Development Committee Report

The report was circulated prior to the meeting and noted.

(BD) updated the Council on the various work streams being taken forward by the Professional Development Committee. (BD) advised that BHSAA had been invited for partnership in the James Lind Alliance for Mild to Moderate hearing loss. (BD) requested any research items concerning Mild to Moderate hearing loss.

(DF) asked how many had registered to attend the upcoming Manchester Professional Development Day. (DP) commented that the numbers were not as high as BSHAA would like and this has led to the Communications Committee putting together a marketing plan for 2015.

(AT) asked if the allocated budget for the Professional Development support officer would be sufficient to attract the right candidate for an adequate period of time throughout the year. (BD) advised that he did not consider it sufficient and detailed the areas that required work within the committee.

The Council agreed to a 50% budget increase for this support officer.

(BD) declared that he would have an interest in taking this role.

Action (AT) to prepare a document setting out the role and requirements of a Professional Development Committee support officer.

5654. Congress Organising Committee Report

(AT) advised the terms of reference for the Congress Organising Committee have been drafted and are with the Chair of this committee. After review, the terms of reference will be circulated to the Council.

(DP) informed the Council that a Congress survey had been conducted. (DP) commented that attendance at the November Professional Development Day would provide a discount for attendance to the 2015 Congress.

5655. Finance

The report was circulated prior to the meeting and noted

(PB) reported that with changes to the budget, £73K of reserve funds would be invested into the development of BSHAA, to finance projects including the new website.

The Council agreed the revised budget.

(PB) advised there was currently £17k in outstanding debtors and that a Congress Exhibition company contributed £10K to this. (IC) asked if BSHAA should charge interest. (PB) advised that unfortunately interest is not covered in the terms and conditions of BSHAA's credit agreement.

The Council agreed to implement a 30 day invoice term and for an escalation procedure to be drafted for future outstanding debtors.

Action (EBS) to chase outstanding debts.

5656. Scotland Update

No matters arising

(DF) commented that it would be to BSHAA's advantage to make a positive gesture to the Scottish members as many events are held in the Midland or South of Britain.

5657. BHAMA Update

No matters arising.

5658. BSHAA Secretariat and Administration Support

The report was circulated prior to the meeting and noted

(PB) reported on Membership renewal, stating that approx. 1000 members have renewed to date with work ongoing with the large companies.

(KG) asked if the new BSHAA member information sent to Council for approval could be simplified to comply with data security. The Council agreed for an abbreviated new member information sheet to be circulated.

The Leading Change Agenda

5659. CEO Appointment

(AT) commented that the new CEO would not be required to have audiology knowledge and background. (AT) advised that the new CEO would need to plan for the upcoming election and noted that there would not likely be any sensible policies until after the election.

5660. Council members' ability to contribute as volunteers and committee support

(BD) commented that the Council should identify any actions which the Council should take to assist the new President, CEO and elected Council members coming into office.

Action (BD) to circulate away day ideas and plans to the Council.

Action (All) to look at the agreed plans and to realistically decide what can be achieved.

Item to be revisited in next Council meeting.

Action (KG) to provide new Council Directors with the BSHAA Committees and Roles.

5661. Any Other Business

(DF) brought it to the Council's attention that the loss of business allowance had not been increased. The Council agreed that from immediate effect the loss of business allowance would be increased to £180 per day, backdated to the start of BSHAA's financial year (1st August 2014). This would then be kept in line with the allotted allowance provided by the HCPC.

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