



**Minutes of the Council meeting of BSHAA  
By Teams**

Tuesday 15<sup>th</sup> December 2020 (Part two of two meetings)

**Present:**

A Coulter (AC) Chair  
D Foley (DF)  
Prof D Welbourn (DW) CEO  
P Sydserff (PSy)  
A Hopkirk (AH)  
Robert Donnan (RD)  
Elizabeth Adesugba (EA)  
Jasmine Opoku-Ware (JOW)  
H Kennington (HK)  
R Kewney (RK)

**In Attendance:** K Girling (KG)

**Apologies:** S Dixon (SD)  
R Garcia Medina (RGM)

**Did not attend:**

(AC) welcomed all present to the meeting and informed that apologies had been received from (RGM) and (SD) both due to work commitments. He also confirmed that (HK) would join the meeting approximately 15 minutes late.

(AC) informed Council that this meeting would continue at agenda point 9 (Strategy and Policy) with agenda point 7 (Sub Committees), which was carried forward from the meeting on the 10<sup>th</sup> December 2020, taken after. He asked Council if there were any further agenda items to be added, none were added.

**20-10-9**

**Strategy and Policy**

(HK) joined the meeting at this point.

**A. Website tender recommendation**

(RD) left the meeting at this point due to a conflict of interest. (DW) referred to Appendix K and gave Council an overview of the evaluation regarding the two bids received for the new website. Council members who sat on the panel to oversee the

website tender confirmed the evaluation and recommendations contained in Appendix K was a true reflection of their findings. Council discussed the business history of OOU's director. (DW) assured Council that past investigation into this matter had been robust, but to show due diligence he would approach (RD) for clarity on this matter and report back to Council.

**20-12-AP5 (DW) to approach (RD) for clarity on his business history and report to Council on (RD)'s response.**

(AC) asked Council to vote on the recommendation in Appendix K, namely to proceed to the final stage of negotiations with OOU. All agreed.

**20-12-DP5 BSHAA to enter into final stage of negotiations with OOU regarding the new website and CRM.**

(JOW) joined the meeting at this point.

Council discussed how to ensure the switch to the new website was as smooth as possible. (AC) advised that the proposed new website had new functionalities and it is necessary to have clear communication with members regarding this. He suggested engaging Jamie Summerfield to lead a communication programme for approximately one day per week, for four to six weeks, around the launch of the website. (PSy) advised there is capacity within the budget to cover this expenditure. (AH) raised the subject of external security checks being included in the project, (DW) confirmed there is provision for this within the overall budget for the project. Council agreed for Jamie Summerfield to be approached.

**20-12-AP6 (AC) to approach Jamie Summerfield to lead a communication programme for approximately one day per week, for four to six weeks, around the launch of the website.**

(RD) re-joined the meeting at this point.

(DW) advised that BSHAA owned the domains of BSHAA.com and BSHAA.org, confirming the existing contract with Senior Internet ends at the end of January 2021. He also confirmed it is the aim for the new website to go live at the end of January 2021 when the contract with Senior Internet ends. Council agreed the new site should be extensively tested before launch and if there are any teething problems the launch should be delayed.

**B. Review of strategy and priorities for 2021**

(AC) confirmed the main priorities for the Society in 2021 are

- new website delivery
- delivery guidance on remote care
- delivery of an education programme
- accredited training

Council discussed the proposals and agreed the Society should not just be an education provider and as the professional body for Hearing Aid Dispensers recognised by the HCPC, should provide all round guidance and advice for its members.

(AH) suggested that BSHAA should develop a virtual meeting to engage with members. (AC) agreed this was a good idea and asked (AH) to outline his proposals on a paper and submit to Council for inclusion in the January Council meeting.

**20-12-AP7 (AH) to outline his proposals for a virtual BSHAA Member's meeting and submit to Council for inclusion in the January 2021 Council meeting.**

Council agreed on the main priorities suggested by (AC) for 2021, including increasing the delivery of webinars.

**20-10-7 Sub Committees and Project updates** (carried forward from part one of the meeting on 10<sup>th</sup> December 2020)

**A. Membership Engagement Committee**

Covered in part one of the meeting on 10<sup>th</sup> December 2021.

**B. Standards Committee**

A full update from the Standards Committee was deferred as (RGM) was not present at the meeting.

**C. Delivery Committee**

(EA) confirmed the Standards and Delivery Committees are working on the delivery of webinars with the second webinar about to go live to members.

**D. Customer Care Committee**

(DF) informed Council the Customer Care Scheme workload has increased recently, which could probably be attributed to business failures in the audiology sector. He advised the increase in volume of work is manageable and there are no outstanding issues.

**E. Diversity and Inclusion Committee**

(JOW) advised the Council of recent activities of the Diversity Committee including the review of the Articles of Association she worked on with (DW), for which approval is being sort from members within the Council voting process. She also advised of a meeting with a forum from the HCPC.

**20-10-10 Actions arising**

**A. Matters arising not on minutes**

There were not matters arising at this meeting.

**B. Update / progress and agreed actions**

Deferred.

**20-10-11 External relationships and consultations**

**A. Overview of key relationships**

(DW) commented that the HCPC indicated they are adjusting their position, moving to a partner relationship rather than one of power with other professional bodies. He informed that BSHAA are in a position of influence for future activities.

(DW) advised that the Hearing Alliance appear to be moving toward being more proactive with support for hearing care. He also advised that communications with the CQC are on hold at present pending their response to the organisation they have contacted about a potential breach.

(AC) advised the NCHA will be contacting BSHAA regarding advertising insurance in BSHAA People. Council discussed the insurance products NCHA sell to their members and non-members, the potential discounts they could attract and the effect this could potentially have on BSHAA membership figures. (RD) advised of the difficulty he incurred when he tried to get insurance discounts as a member benefit informing the major insurance companies in this field would not enter into discussions with him.

(EA) left the meeting at this point.

Council agreed this matter should be approached with caution. (AC) advised the Society would have further discussions with the NCHA (date to be advised) and report back to Council.

### **B. College discussion**

(AC) informed Council of a meeting to take place on 16<sup>th</sup> December 2020 to review the current situation and to plan for a more in depth meeting in 2021. He asked Council to submit any questions they may like to raise at the meeting to him and he will report back to Council on any developments.

**20-10-12**      **Agreed items brought forward (AOB)**  
None were brought forward

**20-10-13**      **Review of the meeting**  
(AC) advised Council this would be (PSy)'s last meeting as he is stepping down from Council at this election. He thanked (PSy) on behalf of BSHAA, the Council and personally for his contribution to the Society during his 12 years on Council, where he has served both as a Council member and as President, during which time he instigated solid foundations for the way Council is run today. (PSy) thanked (AC), commenting that he is looking forward to engaging with the Society as a member in future.

(AC) also advised this will be his last Council meeting as President, commenting it had been a challenging two years, where Covid had taken away opportunities to drive things forward in the way he would have wished, but had instigated working on joint guidance with other societies, creating a united voice within the audiology field. He also commented on the excellent work done by the Diversity Committee which he felt had been a factor in the decision of the seven members who are standing in the current election for the five available Council positions.

**20-10-14**      **Date of next Council Meeting**  
The next Council meeting, including the induction for new Council members, will be advised by the end of 2020 with an aspiration to be held by the end of January 2021.

**20-12-AP8**      **(DW) to advise Council of the dates for the next Council meeting and Induction Day for new Council members by the end of 2020.**

### **Decision points made in meeting:-**

**20-12-DP5**      *BSHAA to enter into final stage of negotiations with OOU regarding the new website and CRM.*