

**Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF) held at Mannerston Holdings on Saturday 1<sup>st</sup> February 2014**

**Present:**

John Lawrence	Chair
Susanne McMahon	Vice Chair
Rae Jenson	Communications and Marketing Director
Kay Strang	Trustee
Mandy Gahan	Conference Director
Thomas Munro	Company Secretary (Items 1-5)
Dr Fiona McLeod	Medical Advisor
Jo Goss	Treasurer/Secretary (Admin)

The meeting commenced at 2.10pm.

**Item 1. Trustee Appointment**

The following new Trustee was appointed:

<u>Position:</u>		<u>Proposed by:</u>	<u>Seconded by:</u>
Medical Advisor	Dr Fiona McLeod	Chair	Vice Chair

**Item 2. Minutes of Previous Meeting**

The Minutes of the Meeting held on Saturday 5<sup>th</sup> October 2013 were accepted as a true record.

**Item 3. Matters Arising**

**a. Launching the SHF**

- i. The Company Secretary presented a Draft Press Release for consideration, and it was unanimously approved. It was agreed that this should be released to coincide with the formal launch to be held on the revised date of 3<sup>rd</sup> May 2014. (See Item 3a (iii)).
- ii. The Chair advised the Meeting that he had attended the recent Third Sector Conference. However, the results had been inconclusive at this stage owing to the Independence Referendum to be held in September 2014. Should the vote be ‘Yes’ for Independence there would be some changes to the current system that could impact on Third Sector organisations. However, should the vote be in favour of ‘Staying Together’, then there would be no changes. At this point, therefore, we should go ahead as planned.
- iii. The Chair further advised that the Course to be held in April had so far attracted few applications, and may have to be cancelled. It was therefore agreed that the official launch date for the SHF, that was to have been held in conjunction with the course, should be deferred, and should instead be held in conjunction with the next Trustee Meeting on Saturday 3<sup>rd</sup> May 2014.

**Action:** The Company Secretary would submit his press to the media to coincide with the date of the launch.

**b. Membership.**

- i. Progress Report. The Secretary reported that four further requests for information about Professional Membership had been received. However, so far none had returned their application forms.
- ii. Application Forms. The Secretary had incorporated the required amendments into the forms as agreed at the Meeting held on Saturday 5<sup>th</sup> October 2013. She had forwarded them to the Conference Director, who was designing a professional format. The Conference Director presented an excellent selection of draft designs for the Trustees' consideration. It was agreed that the designs should be kept simple, and use as few colours as possible to reduce printing costs. Also, this would allow for an equally professional presentation when printed in black and white. It was noted that the logo already designed by the Communications and Marketing Director, and already approved unanimously at a previous meeting, met these criteria very well and required no further amendment. It was further suggested that, if possible, the forms could be presented in HTML format so that any boxes would automatically expand as necessary without distorting the whole form. Additionally it was suggested that both the forms and print friendly versions should be made available on the web site. The Conference Director would forward her proposed designs to the Communications and Marketing Director once she had completed her them for her consideration of how best to incorporate them into the site. Whilst the forms would be available both on the web site and via email from the Secretary, it was agreed that a small number should be printed off for those attending the launch. It was further agreed that until the new forms had been finalised the Secretary would continue to use the existing ones, and that these should also remain available on the web site until then.
- iii. Submission of Application Forms and Payment methods. The question of allowing applicants to submit their applications on-line rather than by post was re-visited (Item 3i(e) of the Minutes of the Meeting of 5<sup>th</sup> October 2013 refers). It was noted that all applicants were required to sign their applications, which would mean that many would be required to print of their forms and post them. However, it was agreed that it would be acceptable for those with the software, or who had scanners, could submit their forms on-line. Current methods for making payments were as follows: Cheque/Standing Order/BACS. It was agreed that PayPal should also be made available in due course. However, the Treasurer recommended that we defer adding this option until the future of the Co-Operative Bank was more secure.
- iv. Therapist Brochures. The Chair suggested that we produce a generic SHF leaflet for the use of Professional Members, in which they could add their own photos and contact details. It was further suggested that a small number of these should be given to all Professional Members as a part of their membership package. The proposal was agreed unanimously.
- v. Use of Members' Logo. It was agreed that Professional Members should be permitted to use a Members' Logo on their web sites and other promotional items.

vi. CNHC Registration. The Chair advised the GHR had now been embraced as a member of UKCHO and so now the majority of hypnotherapy organisations in the UK are within the UKCHO fold and subscribing to CNHC the standards on training and conduct. So theoretically the profession was more united and cooperative within the various Professional organisations now, than at any time since the whole Regulation question emerged some twenty plus years ago. The Chair had recently met with Margaret Coates, chair of the CNHC at a meeting in Glasgow. He approached her on the names and contacts for CAM related matters within the Scottish Executive/NHS in Scotland to seek in-roads with hypnotherapy and health in Scotland. However, there appeared to be some hiatus concerning names and contacts at present that could not be resolved until after the Independence Referendum in September 2014 with various existing contacts within the civil service having moved on or being fully occupied with Referendum business. The Chair recently attended a Third Sector Meeting (charities within Scotland) in Edinburgh entitled "What kind of Scotland do you want?" Just like the majority of potential voters the Chair was none the wiser after listening to various contributions from proponents of the "Yes" and "No" sides in the referendum debate. There still seems to be too many unanswered questions. However what was obvious was that if the Status Quo remains then Charities and other social/health agencies will find themselves under even more pressure as the UK Chancellor has even more austerity and budget cuts on the agenda for the coming years. The proposed cuts will make the most recent cuts seem minor in comparison. So the future would remain pretty much as it is now only harder for these organisations. On a more positive note, the Chair advised the CNHC had only received one complaint concerning the conduct of a professional hypnotherapist (resolved informally). All other complaints concerned advertising, and were therefore a matter for the Advertising Standards Agency.

**Actions:**

1. The Conference Director and the Communications and Marketing Director would work together on the final format of the membership application forms.
2. The Treasurer would review the addition of PayPal as a method of payment of membership fees and donations once the future of the Co-Operative Bank was on a more secure footing.
3. The production of a SHF leaflet for Professional Members would be carried out as soon as sufficient funds were available.
4. The Communications and Marketing Manager would provide a further logo for Professional Members to incorporate into their leaflets and publicity material.

**c. Achieving Charitable Purposes.**

- i. The Secretary presented a proposed Charities Activities Report Form, together with a sample to demonstrate how it could be used, for Professional Members to log their concessionary and pro bono activities. These should be completed by all Professional Members and submitted to the Secretary at the end of each Financial Year (30<sup>th</sup> June). The Company Secretary volunteered to collate these returns for the benefit of our annual report to OSCR. It was agreed that the forms should be amended to reflect the number of hours carried out rather than the number of sessions. The forms were

approved subject to this amendment. The Secretary would incorporate the amendments and then circulate the forms to all Professional Members.

- ii. A further discussion was held concerning whether concessionary rates offered should be decided at individual therapists' discretion or whether the SHF should stipulate a specific percentage of the normal fee charged by each therapist. (Item 3c(ii) of the Minutes of the Meeting dated 5th October 2013 refers). It was agreed that individual therapists should be allowed to negotiate their own fees and discount with individual clients and organisations.

**Action:** The Secretary would amend the Charities Activity Forms as agreed at Item c(i) and then circulate them to all Professional Members.

#### **d. Web site.**

The Communications and Marketing Director reported that the SHF web site was now live at [www.scottishtherapy.co.uk](http://www.scottishtherapy.co.uk). She demonstrated the pages currently available, and requested that further contributions be submitted to her by email for inclusion on the site. She also requested that those who had not already done so should send her their qualifications and a photograph. It was agreed that a blog could also be added at a later stage. Members should be requested to add a link to the SHF site on their own web sites. Thanks and congratulations were expressed to the Communications and Marketing Manager by all the team for her excellent web site.

**Action:** Contributions were requested from all Trustees for inclusion in the web site.

#### **e. Fund Raising**

- i. Gift Aid. The Treasurer reported that approval to claim Gift Aid had now been granted, and that we had been awarded £250 from HMRC for the £1000 donation received in September 2013.
- ii. Grants.
  - a. The Treasurer reported that the application to Foundation Scotland for an Express Grant of £1000 to Foundation Scotland had been unsuccessful.
  - b. The Treasure has submitted an application for a grant of £1000 to the ScotRail Foundation to be used exclusively for subsidising therapy. We should be advised of the outcome in March 2014.
- iii. Donations. It was suggested that we could encourage further donations through 'BT MyDonate', which offers a free service. The Treasurer agreed to investigate and, if feasible, to liaise with the Communications and Marketing Secretary for inclusion in the web site.

**Action:** The Treasurer would look into the 'BT MyDonate' facility and liaise with the Community and Marketing Director as required.

#### **Item 4. Policy Sub-Committee.**

It was agreed that the formation of a Policy Sub-committee should be postponed until after the official launch of the SHF. It was noted that such a sub-committee must include at least one Trustee,

but that other members need not be. Rules governing the appointment and procedures for sub-committees can be found in SHF Constitution clauses 108-112.

## **Item 5. Voluntary Health Scotland (VHS) and Further CPD Resources.**

### **a. Membership.**

The Vice Chair suggested that we should register as a Member of the VHS. Benefits of full membership include:

- Regular e-bulletins and policy alerts
- Access to consultation alerts
- Invitations to events
- Opportunities to share ideas and skills
- Access to networking and partnership opportunities
- Scope to promote our own activities, events and campaigns
- Voting rights and opportunity for election to the VHS Board

Full membership is open to any voluntary organisation concerned with improving health or health care. The annual fee for full membership is normally £50. However, the annual fee for voluntary organisations with an annual income below £100,000 is £10. All agreed that membership of the VHS would be useful. The Treasurer confirmed that funds were available and agreed to process the application.

### **b. CPD Resources.**

The Vice Chair also provided a detailed brief on many useful CPD resources, including web sites and useful information on what each had to offer for hypnotherapy, counselling, psychology and psychotherapy. It was noted that whilst not all organisations offered courses in Scotland, many did offer on-line courses in addition to those requiring attendance. The Vice Chair requested that if anybody was aware of any further organisations that could be of use they would forward them to her to be incorporated into the list. She would then provide an updated version, which would be added to the Members' Area of the web site. Additionally it was suggested that a standard form could be included in the Members' Area allowing Members to rate areas such as course content.

The Chair thanked the Vice Chair and congratulated her on her excellent work.

### **Actions:**

1. The Treasurer would process the application for full membership to the VHS.
2. The Vice Chair would provide an update on her CPD list if any further additions were required, and would forward the list to the Communications and Marketing Manager for inclusion on the web site.

## **Item 6. Treasurer's Report.**

A copy of the Treasurer's Financial Report for the period of 1<sup>st</sup> October – 31<sup>st</sup> December 2013 is at Annex A.

**Item 7. Any Other Business.**

It was agreed that the Research Catalogue should be included on the web site. The Secretary would review the Catalogue and forward a copy to the Communications and Marketing Director.

**Item 8. Date of Next Meeting.**

The next Meeting, which will incorporate the launch of the SHF, will be held at Mannerston Holdings on Saturday 3<sup>rd</sup> May 2014, starting at the earlier time of 1pm.

The meeting closed at 5.10pm

**I certify that this is a true record of the Meeting**

**Signature:**

**Date:**

**Chair, SHF**

**THE SCOTTISH HYPNOTHERAPY FOUNDATION**

**Financial Report for the Period 1 October - 31 December 2013**

<u>Opening Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
	1351.95	100-00
 <b><u>Income</u></b>		
HMRC - Gift Aid	250-00	Nil
<u>Total Income</u>	250-00	Nil
 <b><u>Expenditure</u></b>		
<u>Total Expenditure</u>	Nil	Nil
 <b><u>Closing Balance</u></b>		
	<u>General Fund</u>	<u>Restricted Fund</u>
	1601.95	100-00

*J P Goss*

Jo Goss – Treasurer  
1<sup>st</sup> January 2014