

Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF) held at Mannerston Holdings on Saturday 27th July 2013

Present:

John Lawrence	Chair
Susanne McMahan	Vice Chair
Thomas Munro	Company Secretary
Mandy Gahan	Conference Director
Rae Jenson	Communications and Marketing Director
Kay Strang	Trustee
Jo Goss	Treasurer/Secretary (Admin)

Apologies:

Liz McConnell
Dr Fiona McLeod

The meeting commenced at 2.00pm.

Chairman's Opening Remarks

The Chair welcomed all to the meeting, and expressed his thanks to everybody for all their hard work towards the establishment of the SHF. The Vice Chair added thanks to both John Lawrence and Jo Goss for their hard work over the past months to process the formalities in order to obtain charity status.

Item 1. Appointment of Trustees

Three new Trustees were appointed as follows:

<u>Position</u>		<u>Proposed by:</u>	<u>Seconded by:</u>
Communications & Marketing	Rae Jenson	Susanne McMahan	Thomas Munro
Conference Director	Mandy Gahan	Kay Strang	Rae Jenson
Trustee	Kay Strang	John Lawrence	Susanne McMahan

Item 2. Launching the SHF

Various ways to launch the SHF, both to inform charity organisations and members of the public of our services and charitable purposes, and to attract professional and associate members, were considered. They included:

- The preparation of press releases
- The circulation of letters to organisations and individuals
- Information on the web site *

- Links with other web sites *
- Through social networks such as Face Book and Twitter via the SHF web site *
- Providing free webinars (subject to cost of software) *
- At workshops and CPD events
- Attending/arranging health fairs throughout Scotland (subject to cost)
- Arranging information days throughout Scotland (e.g. Edinburgh, Glasgow, Perth, Moray)

* For further information concerning the web site see Item 5.

Actions:

1. The Company Secretary would prepare a publicity article about the SHF for circulation to the press, charity organisations and members of the public, and which could also be included on the SHF web site.
2. The Communications & Marketing Director would add the above to the web site when available.

Item 3. Membership

- **Recruiting.**
 - a. The Chair advised that the renowned hypnotherapist David Collingwood-Bell would be providing a three-day course in Linlithgow in April 2014. It was agreed that this would provide an excellent opportunity to promote the SHF to hypnotherapists. Attendance at the CPD event would not be compulsory in order to attend the launch as it would be possible for non-attendees to drop in at select periods (e.g. each evening) to find out more about the organisations. Additionally, the Treasurer could be available throughout the CPD event, so that attendees could gain information and apply during the intervals. However, applications may be made at any time from now onwards.
 - b. Information and application forms would be circulated to suitably qualified hypnotherapists throughout Scotland by email, and would also be made available on the web site. The Treasurer had prepared drafts of such documents, and would circulate these to all trustees for consideration.
 - c. Concern was expressed that the requirement for Professional Members to be registered with the Complementary and Natural Healthcare Council (CNHC) might deter some hypnotherapists from joining the SHF. This was acknowledged as a strong possibility as such registration is not mandatory for membership of other hypnotherapy organisations. However, there is also a strong argument in its favour, as such a requirement would set us apart from other organisations in our aim to 'Raise the Standard of Hypnotherapy in Scotland'. CNHC registration ensures that therapists are properly trained and qualified, and this is the area the NHS is likely to turn to when seeking out therapists for their patients. It also reduces the risk to the SHF of referring unscrupulous therapists to vulnerable clients. A further advantage of CNHC for the SHF is that the CNHC would be responsible for handling any complaints about members. It was suggested that therapists who were reluctant to register with CNHC could apply to be Associate Members for a limited period in the first instance, and could then apply to upgrade to Professional Membership if they wished, at a supplementary fee, once registered with the CNHC. The Chair agreed to contact the CNHC to see if they would be willing to offer discounted rates to SHF members. Further discussion of this topic was deferred to the next meeting.

- d. The Treasurer agreed to monitor the CNHC web site on a monthly basis to ensure that Professional Members remained registered.
- **Fees.**
 - a. Due to the concerns expressed at Item 3c, it was suggested that we should ask a lower membership fee than originally suggested (£65) to balance costs out as an incentive to join. It was suggested that the fee for Professional Members should be £45 p.a., whilst the membership fees for Associate Members, who would not be listed on the web site and who had no voting rights at General Meetings, should be slightly lower at £40 p.a. It was noted that Associate Members are not required to register with the CNHC.
 - b. It was further suggested that reduced membership fees could be offered for a limited period only as a further means of encouraging early applications.
 - c. It was suggested that payment of all membership fees should become due on the same date, and that new members joining later in that period, for example within 6 months of the renewal date, should be charged a reduced fee for their first period of membership. The annual payment date and the reduced charges would be discussed at the next meeting. The Treasurer would redraft the Membership Application Forms and Standing Order Mandate to reflect this.
 - d. It was agreed that this required further discussion, and a decision concerning fees was deferred until the next meeting.
 - **Certificates.**

It was agreed that both Professional and Associate Members would be issued with certificates, which would include their membership number. Those for Professional Members could be prefixed with the Letter P, whilst those for Associate Members could be prefixed with the letter A. This would negate the risk of unqualified individuals using their certificates inappropriately. Membership certificates could be issued on line in PDF format, set up so that it would not be possible for any alterations to be made. The Communication and Marketing Director agreed to design a PDF certificate template. Once sufficient funds become available it would also be possible to issue Professional Members with photo cards.

Actions:

1. The Treasurer is to circulate draft Application, covering letters to all Trustees for their consideration.
2. Once the application forms and covering letter have been approved the Conference Director agreed to add the SHF logo and to set the contents out in a professional format.
3. The Chair agreed to contact the CNHC to see whether they would consider offering discounted registration fees to Professional Members.
4. The Treasurer would monitor the CNHC register on a monthly basis to ensure that Professional Members remain registered.
5. The Treasurer would redraft the Standing Order Mandate. (*Treasurer's note: The Co-Operative Bank has confirmed that this style of Mandate is acceptable*)
6. The Communications & Marketing Director would design a PDF template in protected PDF format for members' certificates.

Item 4. Achieving Charitable Purposes.

In order to retain charitable status the SHF is required to provide details of all our charitable activities throughout each financial year to OSCR, together with our financial report. Our

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 Registered Charity No: SC044083

financial year runs from 1st July to 30th June. There are various ways in which we can achieve this:

- **The relief of those in need through the provision of free or assisted hypnotherapy sessions, funded by donations and other funding sources, for those members of the public who would benefit most from Professional Hypnotherapy but would otherwise be prevented from receiving any services for financial reasons.**

Until we have sufficient funds, and until we have built up our membership this may not be feasible. However, many hypnotherapists already offer concessions to certain individuals, e.g. senior citizens, students, carers etc. Additionally, many offer their services pro bono in such places as hospices and resource centres and other charitable organisations. We could request that those who do so provide us with a list at the end of each financial year of all such activities. No names would be required, just a list of how many subsidised sessions and how many pro bono sessions they had carried out. The Treasurer would then compile a full list for the annual report to OSCR. Once we are in a position to sponsor such sessions the Treasurer will prepare an additional list to cover these.

- **The advancement of education, training and research through the development and promotion of excellence in regulated practice in order to enhance public confidence and accessibility to hypnotherapy services.**

This clause covers, amongst other things, the provision of courses, seminars and workshops, available to all appropriately qualified therapists. Such courses and seminars are already arranged, and all that is necessary is to provide a list to OSCR.

- **Acting in an advisory, consultative or representative capacity to members of the public at large through a) the provision of lectures, demonstrations and workshops, b) the operation of helplines, and c) the provision of information via a comprehensive web site.**

a. Many therapists offer lectures, demonstrations and workshops free of charge to community groups and other organisations. It was suggested that where such therapists incur expenses in doing so the SHF could subsidise the event. Members would be requested to provide a list of all such activities for inclusion in the annual report to OSCR.

b. The setting up of an official helpline awaits discussion.

c. The Communications & Marketing Director is building a website (see Item 5), and additional items can be added as and when appropriate.

Item 5. Web site.

The Communications and Marketing Director is currently building a web site. In the early stages there will be just a few pages, as this is the type of site that will grow and develop little by little, and suggestions and contributions for inclusion in the site would be gratefully received. As it grows larger and more complex it may be necessary to employ a dedicated web site provider to assist with the work. The main domain name for the site is: <http://scottishtherapy.co.uk>, and this is already active. A second domain name, <http://scottish-therapy.co.uk> has also been purchased, but is not currently in use.

Item 6. Financial Procedures Manual.

The Treasurer presented the revised Financial Procedures Manual, amended to comply with the accounting regulations governing SCIOs, to the Trustees. The revised Manual was approved unanimously.

Item 7. Fund raising.

- **Donations.**

Ways of encouraging donations from organisations and members of the public were discussed. It was anticipated that many of the activities described at Item 2 would result in some donations.

- **Grants.**

It was agreed that we should apply for a Big Lottery Grant. These are awarded biannually and the next deadline for applications is 6 September 2013. The Company Secretary kindly offered to process this application in the absence of the Treasurer. Additionally the Treasurer advised that the Co-Operative Bank operates a Customer Donation Fund for charities. Once our account has been converted to a charity account we may be eligible to benefit from this.

- **Gift Aid.**

The treasurer reported that she had submitted an application to HMRC for tax exemptions. Should our application be approved we would also be entitled to benefit from Gift Aid on any donations made by tax payers. This is paid at a rate of £0.25 to the pound. Once approval had been received from HMRC the Treasurer would prepare Gift Aid forms and would submit them to HMRC at regular intervals.

Actions:

1. The Company Secretary will process an application for a Big Lottery Grant, to be submitted before the deadline of 6 September 2013.
2. Subject to receiving approval for tax exemptions from HMRC the Treasurer will prepare Gift Aid forms and will submit them to HMRC at regular intervals.

Item 8. SCVO

The Treasurer has registered the SHF with the Scottish Council for Voluntary Organisations (SCVO) as a 'Grassroots Member without TFN'. This type of full membership is available to all charity organisations with an annual income of less than £25,000. As a Grassroots Member without TFN we will receive regular e-bulletins. The TFN (Third Force News) is a weekly newspaper, mailed to subscribing charities, and should the SHF wish to receive this we can apply to do so for an annual fee of £25. The SCVO is currently sending the TFN to the Treasurer for a trial period, and the Treasurer will bring all copies received to the next Meeting for the Trustees' consideration.

Action:

1. The Treasurer is to bring copies of the SCVO's newspaper, the TFN, to the next Meeting for the Trustees' consideration.

Item 9. Insurance

As agreed previously, the Insurance Provider for the SHF would be Holistic Insurance Services (HIS). Three quotes for Professional Liability Insurance had been provided, with limits of indemnity of 1) £500,000 2) £1,000,000 3) 2,000,000 respectively. Each had an excess of £500 per claim. It was agreed that as the SHF has no property or assets the £500,000 option should be sufficient for our needs. The premium for this would be £250 p.a. plus an Insurance Premium Tax @ 6%. As the HIS does not take commission from the Insurers there would be an additional fee of £25 for their services.

The policy does not cover insurance for members, who are responsible for their own insurance arrangements. The HIS offers Professional Members of the SHF Professional Liability Insurance for £49.75 p.a. The Limit of Indemnity is £5,000,000.

Item 10. Any Other Business

a. Minutes.

It was suggested that, in the interests of transparency, Minutes of all meetings should be included on the web site once accepted as a true record.

b. Policies.

It was suggested that a special meeting might be necessary to discuss SHF policy on such controversial topics as gastric band therapy and the use of testimonials. Alternatively, such items could be included at any time at a Trustees' Meeting.

Item 11. Date of Next Meeting

The next meeting will be held at Mannerston Holdings on Saturday 5th October, starting at 2pm.

The meeting closed at 4.45pm

I certify that this is a true record of the Meeting

Signature: ... 
Chair, SHF

Date: 5th August 2013