

**Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF)
held at Mannerston Holdings on Saturday 6th February 2016**

Present:

John Lawrence	Chair
Susanne McMahon	Vice Chair
Alison Bruce	Conference Director
Rachel Coleman	Fundraising Director (Items 1-5)
Rae Jenson	Marketing Director
Dr Fiona McLeod	Medical Advisor
Jo Goss	Treasurer/Secretary
Dr Jenny Lim	Guest

Apologies:

Thomas Munro Education Director

The meeting commenced at 2.20pm.

Item 1. Minutes of Previous Meeting

The Minutes of the Meeting held on Saturday 17th October 2015 were accepted as a true record.

Item 2. Ongoing Actions

a. Hypnotherapy in Schools.

Item 4c of the Minutes dated 15 November 2014 and Item 2b of the Minutes dated Saturday 7th March 2015 refer. The Education Director had made contact with various Education Departments in Scotland to determine whether there might be a call for the provision of hypnotherapy in schools. However, with the exception of two schools, there appeared to be little interest. Furthermore, the SHF was not currently in a strong enough financial position to meet the cost of sending the Education Director to England to undertake the necessary training that would enable him to run courses for Scottish hypnotherapists wishing to work in schools. It was therefore agreed that we would not take this project further for the present.

b. UKCHO – Verifying Organisation.

Item 5b of the Minutes dated Saturday 16th June 2015 refers. It had been suggested that the SHF should apply for Verifying Organisation status. This would have involved examining the applications of hypnotherapists wishing to register with CNHC to ensure that they had been trained by schools offering courses that met the required training standards and that they held the requisite level of qualifications. However, in order to become a Verifying Organisation the SHF would need to send people to train as verifiers. The SHF is not in a sufficiently strong financial position at present to finance such a commitment. It was therefore agreed that we should defer this project for the present.

c. Sale of Promotional Items.

Item 5a of the Minutes of the Meeting dated Saturday 17th October 2015 refers. It had been suggested that we could sell promotional items at events such as the Annual Conference or via the web site. OSCAR had confirmed that this would be permissible provided that all income raised in this way was ‘used in furtherance of our charitable purposes’ and that no individual should benefit from any income raised in this way. We would also be required to make it clear to purchasers how we intended to use the money raised (e.g. we could stipulate that all amounts raised could be placed in a restricted fund for use in subsidising therapy).

It was agreed that the sale of items such as pens and key rings would have limited appeal and would be unlikely to provide much income. It was further agreed that we would continue to give such items to Conference Delegates free of charge.

However, other items could be produced for sale that would have a much wider appeal. Suggested items included:

- The creation of trance CDs.
- On-line CPD training for qualified hypnotherapists.
- Webinars.
- Books based on Conference presentations (with the permission of the presenters).
- DVDs of Conference presentations (with the agreement of the presenters).
- Books of scripts (including inductions). Members could be invited to submit original scripts for inclusion in the book. A low cost method of production would be to self-publish through Amazon.
- On-line resources on the SHF web site.

It was agreed that any items produced must be of a very high quality, and many, such as the production of DVDs of Conference presentations, would require the assistance of a technical expert. This could prove costly. However, the Secretary agreed to contact SCVO to see if they would be able to offer support in this area, and The Marketing Director offered to contact a colleague who might be in a position to offer advice and assistance.

It was noted that specialist software would be required for the production of some items. Again, this could be costly and outwith our budget at present. However, there are some low-cost options. One is tt-exchange (formerly known as CTXchange). tt-exchange (www.ttxchange.org) describes itself as being ‘the only software donation programme in the UK and provides savings of up to 96% on a range of donated software for the charity sector’.

Another possible option is Windows Movie Maker. (*Secretary’s Note: There appear to be two possibilities here. One is a free download, which can be found at www.windows-movie-maker.org. With Windows Movie Maker, you can ‘quickly turn your photos and videos into polished movies, add special effects, transitions, sound, and captions to help tell your story. You can also share the movie with friends and family’. It is compatible with Windows XP, Windows 7, Windows 8, and Windows Vista. Unfortunately it is not supported by Windows 10. The other option is Windows Maker 12 which is included free with Windows Essentials 2012.*)

Current web sites could provide useful examples of the style of resources we might wish to introduce. These include:

- Confer (www.confer.uk.com), a site which provides an annual programme of cutting edge conferences and seminars for mental health workers, bringing together panels of international experts on a wide variety of topics.
- Hypnosis Weekly (www.hypnosis-weekly.com), which offers a series of pod casts with Adam Eason. It includes weekly news from the field of hypnotherapy, interesting facts, and interviews with authors, teachers and hypnotherapists.
- The web site of Pete Walker (www.pete-walker.com). Pete Walker is a specialist for PTSD.

Actions:

1. The Secretary would contact SCVO to see whether they would be able to offer technical assistance.
2. The Marketing Director would contact a colleague with expertise in promotional aspects might also be in a position to provide advice and assistance.

Item 3. Treasurer's Report

The Treasurer presented the Financial Report for the period 1 October – 31 December 2015. A copy is attached at Annex A.

She noted that the SHF was in a much stronger financial position than previously at the end of the quarter, with a balance of £3369. However, in January 2016 we received an invoice for £1260 from Callendar House for the provision of a room and catering for the Conference, leaving us with a current total of £2154 in the SHF account.

The total income for the Conference was £2285.55, and total expenditure was £1882.48, leaving us with a profit of £403.07. Full details of income and expenditure are included in the Conference Director's Conference 2015 Evaluation Report. This Report was discussed at Item 4 below, and a copy is attached at Annex B.

Item 4. Conference

The Chair thanked the Conference Director, the Marketing Director and the Secretary for their hard work in setting up our first Annual Conference. The Conference was well-attended and was a great success, and had left the SHF in a strong enough financial position to run another Conference in 2016 should we wish to do so. It was agreed unanimously that we would do so.

The Conference Director discussed the contents of the Conference 2015 Evaluation Report (See Annex B) in further detail. The venue, Callendar House, proved very suitable and positive feedback was received from the delegates. Despite several problems behind the scenes the Conference Director would be willing to use the venue again should delegate numbers remain below 70. However, the venue would not be available this year on any of the proposed dates. The Conference Director was investigating alternative venues for the 2016 Conference.

The speakers were all well received by the majority. However, there were some complications due to Glenn Catley's delayed flight. It was suggested that we could take out insurance in future years to cover delays or cancellations. Nevertheless, it was agreed that we would continue to take the risk of such eventualities. It was further agreed that in future any speakers travelling very long distances should be encouraged to travel up the day before the Conference to reduce the risk of such an eventuality.

It was agreed that the Conference was the correct length. However, it was suggested that in future we should have no more than four speakers. This would provide the opportunity both for questions after each

presentation and also provide extra time for meeting the presenters during breaks and for general networking. It might also be possible to hold a Discussion Panel with Speakers at the end of the day.

It was suggested that the last presentation of the day should allow the day to end on a positive note, e.g. light and amusing, as people would be tired by this stage.

It was agreed that the AGM should be held immediately after lunch rather than at the end of the day. It would therefore be important to find a venue that had separate facilities where non-members could relax and continue networking whilst the AGM was in progress. It would also be desirable to find a venue that could offer a separate room for lunch.

Eventbrite was considered a suitable facility for coordinating Conference bookings. However, it was suggested that we could have two separate booking areas, one for members and one for non-members, to avoid the confusion in pricing. At the 2015 Conference some members paid the full price, necessitating the issue of refunds (although two members generously decided not to accept a refund). We could also consider offering Early Bird Discounts.

The promotional items given to Conference Delegates and the Speakers' gifts were attractive and of a high quality. The Conference Director thanked the Marketing Director for her all her hard work to research suitable products and to co-ordinate the production of all these items.

Item 5. Fundraising

The Fundraising Director stressed that in order to submit applications for grants to support subsidised Hypnotherapy it would be essential to provide evidence to proposed sponsors to demonstrate that there was a definite need for this service. Feedback from clients who have already benefited from hypnotherapy would help provide such evidence, but so far little feedback has been received.

Additionally, should we be in a position to do so, it would be helpful if we could demonstrate that there is a waiting list for clients who were in need of subsidised therapy. So far this has not been possible, largely because the SHF is still not in a strong enough position financially to subsidise therapy. Many individual members are offering discounts/pro-bono sessions on their own initiative. The Board needs to consider what actions would be necessary to have appointments arranged through the SHF rather than the individual.

We need to promote the SHF vigorously, especially through contacting other charitable organisations to inform them of the services offered and forming links with them. Individuals also need to be made aware of our services, perhaps through these charities. They could then be encouraged to contact the SHF, who would in turn contact therapists in their area and co-ordinate the booking.

The Board needed to consider a fair method of charging for therapy. It was agreed that a flat rate for clients should be offered for therapy, regardless of the normal fee, for clients booking through the SHF.

Unfortunately the Fundraising Director had to leave the Meeting at this stage owing to a prior commitment. It was agreed that we would resume this discussion at the next Meeting.

Action:

1. The Secretary is to include this item for the Agenda for the next Meeting.

(Secretary's note: There was a discussion related to this subject at Item 4 of the Meeting held on Saturday 23rd August 2014 which might be helpful to consider in this context. If anybody would like a further copy of the Minutes of that Meeting please contact me)

Item 6. Article about NHS Centre for Integrative Care

The SHF had received a copy of an article from the Herald concerning the threat to the NHS Centre for Integrative Care @ Glasgow Homeopathic Hospital of reducing their funding or even of closing the facility completely. It was agreed that the Secretary would forward the article to all SHF members, giving them the opportunity to participate in the campaign should they wish to do so.

Item 7. Co-optees

The Chair proposed that Dr Jenny Lim should be invited to join the Board as a Co-opted Trustee. The proposal was seconded by the Vice Chair, and was agreed unanimously by the Trustees. The Chair welcomed Dr Lim to the team.

Item 8. Any Other Business

The Medical Advisor had kindly agreed to represent the SHF at the British Heart Foundation (BHF) Open Interview with Shona Robison MSP, Cabinet Secretary for Health, Wellbeing and Sport, in Edinburgh on 11 February 2016. Approval to refund her expenses for attending this meeting was agreed unanimously.

Item 9. Date of Next Meeting.

The next Trustee Meeting would be due in late April/early May. The Secretary would look at possible dates during that period and would set up a Doodle vote so a date convenient to all could be found.

Action:

- 1. The Secretary would arrange the date of the next Meeting via Doodle.

The Meeting closed at 5.05pm.

I certify that this is a true record of the Meeting

Signature:
Chair, SHF

Date:

THE SCOTTISH HYPNOTHERAPY FOUNDATION

Financial Report for the Period 1 October – 31 December 2015

<u>Opening Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
1678.79	1115.47	563.32*
<u>Income</u>		
Membership Fees	310.00	Nil
Annual Conference	1985.55	Nil
Donations	35.83	Nil
Gift Aid	8.96	Nil
Transfer to restricted fund (VAF)	Nil	21.29
<u>Total Income</u>	2340.34	21.29
<u>Expenditure</u>		
Refund (conference)	30.00	Nil
Refund (membership)	45.00	Nil
Conference (Speakers fees and expenses)	90.00	355.93
Travel (UKCHO meeting)		127.47
Transfer to restricted fund	21.29	Nil
PayPal fees	1.73	Nil
<u>Total Expenditure</u>	188.02	483.40
<u>Closing Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
3369.00	3267.79	101.21*

*Note. £100 in the Restricted Fund is from a donation by a private individual, to be uses specifically for therapy. The remaining £1.21 is from the Community Grant from the Voluntary Action Fund. All expenditure from the Restricted Fund was made from the Community Grant.



J P Goss – Treasurer
5 January 2016

Venue - Callendar House

- **Pros**
 - Impressive venue
 - General Staff Friendly & Helpful
 - Food hot, fresh, appetising & plentiful
 - Deposit not required
 - Payment due on invoice after event
 - AV equipment & lapel mics available
- **Cons**
 - Communication with venue very limited, slow & confusing
 - Venue contact abrupt & not knowledgeable regarding equipment
 - Not informed of changes on the day, e.g. disabled lift out of order/locked off, but could be accessed by security staff. Registration desk moved to top stairs & no chair. 2nd table for David Hamilton, etc. not set up
 - Only shown basic use of AV system. Rae had to search & find speakers
 - Limited amount of water provided, even when asked to provide more
 - No place for delegates to wait if / when they arrived early
 - No ventilation other than windows being opened
 - Problems with handheld prompter; rectified by manually moving presentation on laptop
 - No pointer, which with some presentations was a hindrance
 - No separate area for lunch or breaks
 - Had to chase several times for venue invoice
- **Lessons Learnt**
 - Venue was well received, but behind the scenes was not as professional as would be expected.
 - Acceptable to utilise again if numbers remain below 70, but need to remain vigilant & constantly monitor

Speakers

- **Pros**
 - Overall mixture of speakers was perceived as good.
 - Speaker enjoyed the most were:
 - David Hamilton – 45%
 - Glen Catley – 16%
 - Jenny Lim – 10%
 - 21% thought that all speakers were equally great
 - Remainder did not comment specifically about speakers
 - Able to shuffle speakers around due to flight delay
- **Cons**
 - A small number of delegates thought Glen Catley / boxing did not have much relevance to hypnotherapy, with one delegate actively stating they did not enjoy his talk
 - Glen Catley's flight was delayed (possible cancellation) causing complications
 - Travel expenses for Glen Catley more than double his actual fee. Also confusion re travel expenses
 - Due to commitments David Hamilton was unable to stay past his talk. Due to flight problems, Glen Catley did not arrive until almost halfway through the day & left as soon as he was finished. Some delegates would have liked more time with these speakers.

Conference Day / AGM / Board Meeting

- **Pros**
 - Length of Conference was thought to be correct, as was seating, etc
 - 16 out of the 21 SHF members attended the conference
 - 14 SHF members stayed for AGM
- **Cons**
 - AGM at end of day, meant that members were unable to network at the close of the conference & those that were not attending AGM / were not SHF members felt that they had to leave
 - Board meeting at end of day meant everyone was extremely tired
 - 2 board members were unable to stay for board meeting
 - Changes to speakers led to Agenda having to be adjusted & consequently slight confusion

Delegates / Ticket Sales

- **Pros**
 - Eventbrite Ticket Sales on the whole ok, but some confusion between Member & Non Member tickets (possibly due to inexperience of organiser)
 - Able to make last minute changes
- **Cons**
 - Last minute panic to buy tickets from some delegates, causing problems with admin
 - Eventbrite charges for its admin
 - Confusion as to Member / Non Member tickets
 - One delegate unhappy with food choices (vegan)

Questionnaire

- **Pros**
 - 30 forms completed & returned
 - Majority of comments & feedback positive
 - Most happy to put their names to their comments
 - Good way to accurately document feedback & collate response of the day as some will prefer to make an anonymous comment, rather than be upfront
- **Cons**
 - Not enough questionnaires printed
 - Not all questionnaires handed back or completed

<u>Finance</u>	Gross Income	Total Expenses / Outgoings	Net Income
Ticket Sales - Eventbrite	£2,045.00	£129.45	£1,915.55
Ticket Sales – BACS (Amanda Imrie)	£70.00	-	£70.00
Donation - Hypnosis Scotland	£300.00	-	£300.00
Donation – Members Overpayments (June Youngson / Heather Hutchinson, Requested No Refund, included in Eventbrite Payment)	£30.00		-
Total Income			£2,285.55
Refunds (Members Overpayments) (£15 x 3)		45.00	-£45.00
Callendar House Venue		£1,260.00	-£1,260.00
Speakers Gifts		131.55	-£131.55
Speakers Fee		200	-£200.00
Speaker – G Catley – Flights / Parking / Taxis		245.93	-£245.93
Total Outgoings			-£1,882.48
TOTAL BALANCE			£403.07

- **Pros**
 - Small profit made
- **Cons**
 - Profit could have been greater, if we had charged more for tickets

Marketing

- **Pros**
 - Speaker & Delegate Gifts good quality & well received
 - Pens, badges & poster raising SHF profile
 - Facebook marketing
 - Mail Merge emails
- **Cons**
 - Slight confusion as to what to get & who was to organise gifts
 - Slight confusion as to how much budget Marketing Director had for gifts

Overview / Recommendations

- Separate waiting area for delegates required within venue
- Separate Dining Room
- Specifically ask AND CHECK disabled access & menu
- Ensure sufficient water & ventilation is provided
- Designate one person to bring laptop, handheld prompter & pointer
- Allocate work to be done before & during conference as well as time frame of work to be done.
- Keep varied mix of speakers, whilst understanding that not every speaker will be enjoyed by everyone.
- Costs for speakers need to be defined & budget adhered to, e.g. £100 as payment, plus £100 / £200 max for ALL travel expenses, etc. Agree this in writing / via email with speakers, prior to agreement to attend.
- Speaker should be a reasonable drive away in case of bad weather. If flying, then propose they arrive night before.
- Agree number of speakers & length of presentation. Recommend 4 speakers maximum, 1 hour per speaker = 4 hours + 10mins extra for thanks, presentation / Q&A = 4.40 + 1 ½ hours lunch & breaks = 6.10 + 10 mins Intro from Chair = 6.20 + 1 hour AGM = 7.20 hours
- Should AGM be at start of day, rather than end?
- Should Board Meeting be included within the day? Is it worth paying extra for venue, or should alternative arrangements be made? Should it be held at start or end of day?
- Should there be a Discussion Panel with Speakers at end of conference?
- Ticket price is dependent on venue price, but % could be increased
- Offer 'Early Bird Discount' for both members and non-members, last month before conference go to 'Full Price' tickets, e.g. - members £70, non-members £85. No discount; members £80, non-members £95
- Closing date for tickets to be one week before event / before venue requires numbers
- Create two separate Eventbrite sites for Members & Non Members to avoid confusion & overpayment
- Questionnaires when properly worded & collated are a good source of information, but need to ensure sufficient questionnaires are available
- Should there be a theme to the next conference, e.g. mental health, IBS, pain, etc.
- Should there be Workshops / Interactive sessions?
- Should there be a discount for Students? Hypnotherapy Scotland and / or other schools
- Should there be a Conference Photo?
- Can we / should we video Conference / place it on website

Requested CPD Events

Addiction
Bereavement
BWRT (Brain Working Recursive Therapy)
CBT (Cognitive Behaviour Therapy)
Fertility
Hypno Birthing
IBS (Irritable Bowel Syndrome)
Insomnia
Mental Health First Aid
NLP in Therapy (Techniques & Use of)
Pain Management (General)
Pain Management (John)
Release Me
Sleep Talk Therapy
Sports Performance
Weight (General)
Weight Control (Rae)

Requested / Recommended Speakers

Jack Black – Motivational Speaker (background as a social worker, he witnessed how stress/anxiety/depression affected his colleagues he went on to create Mind Store, he also promotes the Budwig centre for cancer research in Spain, and will work at a vastly reduced fee for charities)

Proposed 2016 Venue

Callander House – No Available Dates
Stirling Court Hotel – 3, 4, 17, 18 Sept, 2, 3 Oct. Day Delegate £25 (charity discount)
Dunblane Hydro – 3 Sept, 1, 2 Oct. Day Delegate £27
Carnegie Conference Centre, Dunfermline – 3, 4, 17, 18 Sept. Day Delegate £34
Inchyra Grange, Grangemouth - 4 Sept, 1, 2 Oct. Day Delegate £35
Queensferry Hotel – 17, 18 Sept. Day Delegate £37.50
Dear Park, Livingston – 18 Sept. Day Delegate NA. Room: £125 + Catering (£25 pp)
Beardmore Hotel, Clydebank – 3, 17 Sept, 2 Oct. Day Delegate £36
Royal Botanic Garden – 4, 18 Sept. Day Delegate NA. Room: £600 + Catering (Price to be advised)
The Gillis Centre, Edinburgh – 3, 4, 18 Sept, 2, 3 Oct. No prices given