

Scottish Hypnotherapy Foundation – SHF

Minutes of Meeting held via Zoom, Tuesday, 19th June 2018

Present:

Melanie Philips, Heather Hutchinson, Alison Bruce, Fiona McLeod, Sally Spiewakowski, Martin Armstrong Pryor

Apologies:

Mo Ferrington

1. - Minutes of last meeting were accepted as a true record. Fiona suggested the previous version regarding Item 11 should be rephrased to No. This suggestion was noted and agreed upon.

Action – Melanie Philips

2. – Website Development

Fiona has had a frustrating couple of months with the website and said it won't be published until it is absolutely right. Delay on website construction was due to difficulty in payment procedures. The Treasurer now has correct information so this should not happen again. Fiona is waiting to hear whether online signatures are possible or will people have to physically sign their applications and send using the post. Melanie said it was a difficult situation. Is a signature required to become a member? Fiona thought it might be a legal issue. Is SHF the only Foundation/Organization requesting a signature? It was decided to take this to the next AGM. Minutes of Meeting to be made available to members of the public – it was suggested to keep minutes to just A4 with bullet points to engage anyone who wants to read the minutes rather than pages of minutes. It was decided to simply keep the Minutes as they are and be transparent. – it was decided to wait and see what Tim the webmaster can do and to be discussed at the next meeting.

Insurance certificates to be uploaded, scanned, photographed. Martin is going to work with PayPal and access website. Website needs names and emails of members and when memberships are due. (See Action) Can website generate an email notifying members of due dates on renewals and send out just one reminder? This idea was agreed upon and Fiona is hoping this will be the final push to completing the website. No other comments on website other than it is looking really nice.

Action – Martin Armstrong-Prior

3. - Constitution

Contact details Item 4, pg. 3 **Helpline**. It was decided that SHF wasn't a big enough organization to have a Helpline and because it has always been in the Constitution, it would be left as it is. Item 12.3 had been changed as well as Item 12.4 to reflect this change – The question was raised as to whether or not it needed to be discussed at the AGM. Decision made to discuss at this meeting. Fiona noted that Items 18, 20 & 25 used "his" "her" or "it". It was decided to take out the word "it" - No major changes in the Constitution, mainly changing the wording to memberships.

4. - Secretary's Report

Melanie Philips was asked if she complied with the Constitution in responding to new member applications quickly and she said she deals with new applications immediately, within 24 hours or sooner if she is able, sending new members their packs. It was brought to the attention of the Board that the Constitution also states: all new applicants to be reviewed by the Board at their next meeting. No one remembers doing this and stated it could be laborious. Martin said it could simply be a scripted Yes or No regarding applicants details. It is part of Secretary's report to which Melanie agreed. The new data laws require member's details to be kept for a stated amount of time (6 years) and Melanie said she keeps all members details in a box in her garage. Conduct of members should be reviewed annually. This is to be put on the agenda for the next meeting to be reviewed before the AGM. Item 55 of the Constitution states Board Members can claim expenses. Martin said he had copies of expense claims he could circulate to the Board. CPD Certificates: CPD comes with delegate pack. No record of CPD needs to be recorded but it is automatic with signature of delegates. Memberships: Annual renewals or monthly. Nothing in the constitution and we don't have to ask the members, just remind them and change the wording on the website. Fiona to act on that with new website. Minutes of November 17 meeting are not in circulation. Is there a version available? Waiting for Mo to approve and sign. Does anyone have a version? Martin's only copy was sent – Alison will check if she has a copy and pass it on. The next meeting on the agenda will need a copy of the minutes. Secretary's Report is attached.

5. – Conference Update

Alison Bruce commented it was important that members attending the conference and the AGM should have a Register to log people in at the Conference. The need to identify who is attending the Conference and who is attending the AGM is important. A blank sheet for signatures at the AGM would suffice as a stand-alone record. Alison said that 40 tickets at £23 for members, £10 for nonmembers have been sold – SHF is doing fine this year. Estimated profits: £1,029. Heather asked if any students had signed up for tickets to which Alison said three from Heather's school, one from a college and one from a student and Jacki. Heather to get onto her students to encourage them to sign up. Any mileage to approach hypnotherapy schools? Heather will email various schools again to remind them of Early Bird opportunities. £50 for a day's training is good value for money. Alison said the

projector must be Pat tested. The follow-up on the PTSD Workshop: basically we took in £2,080 and £220 on cash sales – total was £2,300. Total outgoings from venue and half of hotel costs £978.56. Total profit of £1,321.44 and splitting with Jeff that left £650.22.

Jeff would like to do this again next year but enlarge the range. Jeff is a good draw, trainer, genuine man and very knowledgeable.

Training for next year – any conference speakers lined up? At least one person but Alison doesn't have confirmation to date. A headline name before the Conference would be an ideal situation. Someone who is well known. Linda Hudson, a pediatric hypnotherapist outside of London.

Workshops on either side of the conference – Kelly and Bob's sold 12 tickets – we need to sell 7 if we want the conservatory or 5 if not. Sheila's sold 7 tickets – but we need ten to break even, 7 if not. One more ticket would break even. At this moment we are at a loss if we don't use the conservatory.

Can Alison speak with Mo about asking the Speakers to promote their workshops to help us out? Bob Burns is holding a workshop in Edinburgh and that might help advertise our conference.

6. – Treasurer's Report

Martin Armstrong-Pryor said he did not have a lot to add to his report, which is attached. The Mandate forms had not arrived at the time he left home today and as soon as they arrive he will take them to the bank and that it will take 14 days before he has access to the account. He transferred £28 to PayPal yesterday and he will be changing the PayPal account into his name. He is streaming all bank statement information into his spreadsheets now.

7. - Fund Raising

No one promotes this activity. Martin suggested it be done through the Amazon website and will put it out as a flash news item for members and anyone wanting to support this would give the Foundation a small income.

8. – Social Media and Marketing Update

Marketing campaign was slow to get up off the ground as Heather has been very busy. She is hoping to have it up and running before she leaves on holiday soon. She assured the meeting that she was on top of the situation and that she is seriously promoting the Conference and new events coming down the pipeline. She has sent out emails notifying members that we hold their information according to new data law.

9. – Newsletter Content

Alison has nothing – not a single article. She will need something for the next meeting in August and that will be the last one before the Conference – Heather will try to come up with something and Alison expects something from everyone. Heather is going to approach her former students and ask them to write something and even approach her students for their experiences, expectations, give top five questions, small business support. Is there mileage putting this up on FB? Keeping it private is a benefit for the members. Melanie suggested three different comments from members on the conference to be put into an article.

10. - Any Other Business

Fiona - The last meeting with UKCP was more of a meeting of the minds – made clear to the CNHC that they are not only show in town. CNHC not engaging and letting members down. They are a necessity and if not CNHC, we need to find another body for regulation. Regulation has been in a mess for some time, however, until such time, we have to bow to the likes of CNHC and be members.

Melanie – what are we doing in the coming year – this year was about the conference and training – any organisation or links with pro bono work? Martin said he is putting together a business plan to go around various support groups in Scotland: Help for Heroes, MS, etc. Start making ourselves known and generate a relationship network with them and how we can help them. Fireman, lifeboat volunteers, are others that could benefit from pro bono work. Martin is putting together business models and will be including this general approach to general bodies. Please let Martin know of any suggestions.

Meeting came to an end at 10:36

Dates and Times of future meetings:

Tuesday 28th August 2018, Haypark Business Centre, Falkirk – 12:00 Noon