



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited  
Ramada Encore NEC, Birmingham  
Thursday 6<sup>th</sup> February 2014**

**Present:** Mr B Downes (Chairman)  
Mr I Croft  
Mr S Cox  
Ms K Finch  
Mr D Foley  
Mr P Sydserrff  
Mr S Rossiter  
Ms S Vokes

**In Attendance:** Mr A Torbet (CEO), Mr D Peel, Mr P Baker, Mrs E Timms

**Apologies:** Mr Trevor Andrews, Mr Colin Campbell, Mrs Carol Beecher

(BD) welcomed Sarah Vokes (SV) to the Council meeting. (SV) has 20 years experience in audiology and is the Managing Director of Correct Hearing in Nottingham. Sarah has shown an interest in joining BSHAA Council and was invited to get an insight to BSHAA.

(BD) also welcomed Sam Rossiter – Chair, AIHHP (Association of Independent Hearing Healthcare Professionals). Sam was invited to attend the Council meeting to encourage dialogue between BSHAA and AIHPP. (BD) advised Council that (SR) will be a regular visitor to Council meetings.

**5573 Minutes**

The Minutes of the Directors meeting held on 1<sup>st</sup> November 2013 were approved and signed. The minutes from the AGM dated 2<sup>nd</sup> November 2013 were also approved and signed.

**5574 Matters Arising**

5575 (KF) informed Council that there was insufficient detail and content in the previous minutes.

**Action: ET – to include greater detail in future Council meeting minutes.**

(BD) informed the Council that the agenda had been revised for this and future Council meetings. The agenda will action important duties of the Directors in the morning session and update on progress and future projects in the afternoon 'leading change session'. (BD) asked if the Council were happy with these changes. **No objections were received.**

## **Action points from the previous meeting:**

### **5551 National Community Hearing Association (NCHA)**

(DP) advised Council that he had not yet received a written article from Mark Georgevic regarding the NCHA formation. (DP) commented that he had therefore obtained the relevant information from the NCHA website.

### **5567 Education & Professional Practice Committee**

Following a report entitled 'BSHAA roles and Committees 2014' circulated by (AT) prior to the meeting, (KF) asked if a statement detailing responsibilities for each Council member could be drawn up to include a breakdown of their roles within the committees. The rationale for this would be to avoid work duplication and ensure Council members knew who to contact regarding various actions. (AT) agreed to draw up a 'job description' for each Council member.

**Action: AT to create job descriptions for Council members.**

(PB) advised Council that after investigation the association's Articles allow for the date of the AGM to be flexible so long as they are run annually and the members are provided with 21 days notice.

(ET) advised Council that Barbara Booth had been provided with possible venues within the South East region. (BD) reported that there were two possible venues that were being investigated.

### **5568 Finance**

(PB) advised that Principality account options were explored and the new bond terms have been setup.

## **Morning Session**

### **5575 BSHAA Committees and Roles**

(BD) confirmed that Trevor Andrews (TA) had agreed to take on the role of BHAMA link which had become available due to Roger Lewin's retirement.

### **5576 Committee Membership**

(BD) asked (DF) if he was happy to continue in his role as Treasure. (DF) confirmed he would be happy to continue as BSHAA Treasurer.

Discussion took place around Council members being involved with at least one of the committees and as stated in the articles should not be absent from 3 consecutive Council meetings per year. (PSy) noted that attendance at Council meetings should be monitored to ensure that Directors have the available time for BSHAA work. (BD) asked all Council

members to confirm which committee they are part of and whether they were happy to continue in the role.

**5577 President Report**

The report was circulated prior to the meeting and noted.

(BD) advised that this report was shorter than normal due to the festive season.

**5578 Chief Executive Report**

The report was circulated prior to the meeting and noted.

(AT) asked Council if the regular Chief Executive e-mail update is appropriate. BSHAA Council agreed that the report was important and asked (AT) to continue to distribute them.

**5579 HCPC Consultation on Standards of Proficiency**

The HCPC consultation document was circulated prior to the meeting.

(BD) informed Council that BSHAA had contributed to the HCPC report in 2013. The next stage is a public consultation. (BD) agreed that the document and consultation links should be available on the BSHAA website to encourage members to give feedback. (AT) noted members needed to be aware that BSHAA has already provided input and now required individual input. It was agreed that once the final version of the report had been drawn up a summary could be published in the BSHAA People detailing 'what's changed', to ensure members are kept up to date.

**Action all: Read consultation document for discussion at the next Council meeting**

**5580 Communications Committee – PSy (Chair) KF/IC/TA/BD/DP**

The report was circulated prior to the meeting and noted

(PSy) confirmed that he is happy to continue in the role of Chair of Communications Committee but queried whether this would cause a conflict when he takes on the role of BSHAA president in November. (BD) advised that there are no restrictions on this only whether (PSy) would have the available capacity for both roles.

(PSy/DP) advised that individual items would be discussed in the afternoon 'Leading Change' section of the agenda.

**5581 Hearing Loop Campaign**

The report was circulated prior to the meeting and noted.

(DP) informed Council that the purpose of the Hearing Loop campaign is to investigate the use and knowledge of hearing loops. This would include BSHAA members surveying their clients. (BD) informed Council that Hearing Link successfully conducted a Hearing Loop

survey in Eastbourne. Hearing Link saw this survey as a starting point and wanted to expand the project to increase awareness of hearing loops. **(BD)** advised that there were three options:

1. To work alongside Hearing Link promoting the use of hearing loops in the UK.
2. Proceed with the initial survey independent of Hearing Link
3. Shelve the entire project.

**(BD)** asked Council whether BSHAA should take the first step with the project and to survey BSHAA members to gauge interest in the hearing loop campaign. **No objections were received.**

**5582** **Customer Service Committee** – DF (Chair)/AT/PSy/CB/JHSec for CCS

**(DF)** asked Council if any further Council members would consider joining the Customer Service Committee. **(SC)** said he would consider the role. **(DF)** advised Council that Jill Humphries would continue to provide secretarial support for the Customer Services Committee.

**(AT/BD)** advised that Council members not sitting on the CSC may still be required to sit on a disciplinary panel.

**(DF)** provided a verbal CSC report.

**(DF)** informed Council of the ongoing problems consumers were having with insurance claims for hearing aids. Some insurance companies were restricting the consumer on where they could go receive a replacement. **(KF)** asked Council if BSHAA should write an article in BSHAA People asking members to come forward and talk about problems they may be experiencing with their insurers. **(DF)** advised he has asked for a formal statement from the insurance companies for clarification.

**(DF)** advised that for the March audit process a form will be sent out to each company included in the scheme to check that they are complying with BSHAA standards.

**(DF)** informed Council that the CSC has started a BSHAA guidance booklet on customer care. The introduction has been approved and the booklet will be progressed in stages. **(DF)** commented that the final layout and formatting would be adapted to conform to the new BSHAA branding.

The date of the next CSC meeting is 19<sup>th</sup> March 2014.

**5583** **Education and Professional Practice Committee** – BD (acting chair)/ N Taylor (or in his absence K Trapp)/SC/CB/AT/ R Kewney, Tony Gunnell, David Rist, Mark Williams (Tinnitus)

(BD) advised that he is currently acting chair of the EPPC and asked Council if they were happy for him to continue in this role.

**No objections were received.**

(BD) informed Council that H Belcher had resigned from the Education & Professional Practice Committee. Mark Williams who is a Tinnitus Audiologist Specialist had joined the group.

(BD) expressed disappointment in the lack of progress made by the EPPC.

(BD) asked for approval from Council to re-name the committee to 'Professional Development Committee' to better reflect the work that is undertaken by the committee.

**No objections were received.**

**5584 Congress Organising Committee – KF(Chair)/BD/AT/DP/LP Mark Laban.**

(KF) confirmed that she is happy to continue her role of Chair for the Congress Organising Committee.

(BD) announced Mark Laban from Siemens had joined the Committee.

(KF) advised Council that all 33 speakers had been booked for Congress and the new booking form had been disseminated to members. There will be a President's Reception on the night of the 15<sup>th</sup> May to be held at Coventry Cathedral and (KF) requested that should any Council members want to invite any special guests they should liaise with her directly.

(KF) advised that venues for the 2015 Congress were being investigated.

**5585 Finance**

The Financial Summary and Cash reports were circulated prior to the meeting and noted.

(PB) advised Council that EBS now had access to the BSHAA Santander account and therefore able to make payments, including Council member's expenses. (PB) advised that there was a bond due to mature on the 27<sup>th</sup> May 2014 and EBS would look into suitable recommendations for reinvestment. (PB) recommended that some of the BSHAA accounts should to be closed to consolidate BSHAA finances and to save money.

**No objections were received**

**Action: EBS to investigate reinvestment accounts for maturing bond.**

(PB) distributed HSBC and NatWest forms to Council members for signatures to alter signatories on these accounts.

**5586 Scotland Update**

(DF) advised Council that he and (CC) had been unable to attend the recent meeting but would forward the minutes from the meeting once received.

5587 **BSHAA Secretariat and Administration Support**

The report was circulated prior to the meeting and noted.

**Action: All Council members to complete the Contact Information and Declaration of Interests form and email to (PB)**

(PB) asked Council if Congress had event insurance or if this was required. It was agreed that this should be in place.

**Action: (PB) to obtain quotations and issue them to Council.**

(PB) thanked (DF) for producing a list of current hearing aid professionals that had been looked at by a HCPC disciplinary hearing. This report would be updated monthly by EBS and would be used to crosscheck all renewals, reactivations and new members.

(PB) asked Council to approve updates to the membership card.

**No objections were received**

(PB) asked Council to approve the use of folders to contain the new member welcome packs.

**No objections were received**

**Action: (DP) to liaise with branding company to design BSHAA folders.**

(PB) distributed a copy of the revised BSHAA expense form. (DF) asked for the expense form to include a reply email address for electronic submission.

(PB) commented that he was concerned with the number members that could not be contacted by e-mail and that this equated to almost half the membership. (DP) replied that the newsletter facility allowed for people to unsubscribe and so would not receive communication. (PB) asked if there was a facility to re-subscribe members or if all members could be contacted for vital details like the AGM.

**Action: (DP) to investigate re-subscribing members to the e-mail newsletter facility.**

**End of Morning Session**

## **Afternoon Session - Leading Change**

### **5588 Excellence in Standards of Professional Practice**

(BD) commented that he is revising the current standards in professional practice to a comprehensive document this is scheduled for publication in time for BSHAA Congress 2014. (BD) advised that the important summaries would be made available in a flyer or short booklet while the main standards would be published as a living document on the website.

(PSy) advised that (BD) should have the support from Council to ensure that this document is completed.

### **5589 Excellence in Standards of Customer Care**

(DF) advised Council of document sections that needed to be addressed in time for the next Council meeting. The final document would consist of 7/8 sections. (DF) commented that a summary would also be available in printed form with the main report available online. The project was scheduled for completion by the end of 2014.

### **Development of Learning Sources**

### **5590 Media to be used**

(BD) advised that there should be an increase in the resources available to BSHAA members, to include, videos, presentation audio files with slides and peer review articles. This would be in addition to the courses and publications currently on offer and would link to the CPD section of the website. (BD) commented that this would be part of future PDC meetings.

### **5591 Tinnitus Practice**

(BD) discussed with Council the development of a BSHAA Tinnitus Practice Programme. The programme would be for those interested in becoming a Tinnitus Practitioner and would consist of a self study pathway for which candidates would produce a portfolio and attend training events. Applicants would first apply for BSHAA membership as a Trainee Tinnitus Practitioner. Candidates would be required to have a mentor to assist their training with the entire programme lasting approximately 18 months.

(BD) commented that are two planned assessments; the first halfway through the programme and the second at the end. All candidates who completed the programme would receive a Certificate of Competence in Tinnitus Practice which would count as the required BSHAA CPD to gain fellowship status within BSHAA. (BD) stressed that there would be clear boundaries set on the level of care the practitioner would be able to give.

### **5592 Adult Auditory Rehabilitation**

(BD) advised that work on an adult auditory rehabilitation programme had recently been started and updates would be provided at future Council meetings.

**5593 Pilot Evening Events for Local Engagement Agenda**

(BD) confirmed that four Council members had agreed to hold these small membership engagement events. Feedback would be brought to Council to evaluate if these events are a useful way of engaging BSHAA members and create the opportunity to listen to the member's views.

(KF) informed Council that she had provisionally booked a venue to hold one of these events and asked if there was a specific budget or format that needed to be followed. (BD) confirmed that there would be no particular budget or format as these are currently being piloted for their effectiveness.

**5594 New Member Welcomes**

(BD) informed Council that (ET) will distribute a list of new members every month for (BD) to contact and welcome them to BSHAA. (KF) suggested that a follow up call or email from (BD) should take place 3 months after joining BSHAA to ensure engagement with the BSHAA members.

**5595 Recruitment and Retention Project / Members Engagement Agenda**

(ET) circulated the list of members to be removed from the database. Council members queried some of the names and agreed to provide contact details for (ET) to get in touch with and advise of renewal lapse.

**Action: Any Council member with current contact information for lapsed members to send to (ET)**

(PSy) thanked (ET) for the work she had done recruiting lapsed renewals and noted that the feedback (ET) had given was similar to the survey that was conducted in 2013 from which an action plan had been formulated.

**Action: (DP) to send EBS the action list created from the previous BSHAA survey for any additions.**

(DP) commented that he was surprised that there wasn't the facility to pay for membership over the phone. (PB) commented that the direct debit facility was available and asked if there was scope to extend the event credit card facility so allow for telephone payment. (DP) commented that there wasn't.

**Action: (PB) to investigate a virtual terminal facility for BSHAA and present the available options to Council.**

**5596 BSHAA News / Project**

(PSy) showed Council a preview of rebranded BSHAA People magazine. (DP) commented that (PB) had submitted an article for the final word section of the magazine.

**5597 Website Redevelopment Project**

(PSy) updated Council with the redevelopment of the BSHAA website. The content of the website would be split into three main sections; public, professional and members.

**All Council members agreed that they were happy for the work to continue.**

**5598 Bulk Texting**

(DP) informed Council of what was available on the market and the costs of bulk texting and how they varied. It was agreed that (DP) would continue to investigate the options available.

**5599 Any Other Business**

(DP) informed Council that he had investigated the practicality of having delegates at Congress being scanned into the various sessions. Council agreed the available suggestions were not financially viable.

(DP) commented that members being removed from the BSHAA database should receive a letter stating they are no longer allowed to display the BSHAA logo and would not be able to use the letters MSHAA or FSHAA after their name.

**Action: (ET) to provide a list of all BSHAA non-renewals for Linda Peel to contact.**

A request was made for the location of the Council meeting before congress to be changed and held at the Ricoh arena on the 15<sup>th</sup> May 2014.

**BSHAA Council 2014 Meeting Dates**

<u>Date</u>	<u>Location</u>
Thursday 20 <sup>th</sup> March 2014	NCHA Offices, London
Thursday 15 <sup>th</sup> May 2014	Ricoh Arena Coventry <b>(TBC)</b>
Thursday 10 <sup>th</sup> July 2014	EBS, Lichfield <b>(TBC)</b>
Thursday 11 <sup>th</sup> September 2014	NEC Birmingham <b>(TBC)</b>
Saturday 1 <sup>st</sup> /8 <sup>th</sup> /15 <sup>th</sup> November 2014 <b>(TBA)</b>	Gatwick area or Mary Hare School <b>(TBA)</b>

**There being no further business the Chairman declared the meeting closed.**

**CHAIRMAN**