



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited**  
Ramada Encore Hotel NEC Birmingham. 22<sup>nd</sup> January 2015

**Present:** Mr P Sydserff (Chairman)  
Mr B Downes  
Mr D Foley  
Mr I Croft  
Mr C Campbell  
Mrs K Finch  
Mrs S Godkin  
Mr T Rainer

**In Attendance:** Mr A Torbet (CEO), Mr D Peel, Mrs K Girling, Mr Barry Perkin,  
Mr Andrew Coulter, Mr Paul Harrison, Mr David Welbourn

**Apologies:** Mrs S Vokes, Mr T Andrews, Mr D Collett Fenson

**5684. Minutes of previous meeting**

The Minutes of the Directors meeting held on 7<sup>th</sup> November 2014 were approved and signed off as a fair and true representation, with the amendment in item 5667 that **(PSy)** had withdrawn the nomination of Lawrence Werth at that time.

**5685. Minutes of AGM 8<sup>th</sup> December 2014**

The Minutes of the AGM held at Stanhill Court Hotel, Charlwood Surrey were approved and signed off as a fair and true representation, with the amendments of, in item 182, S Vokes was not a Council member at that point, and in item 189 the word 'for' in the last paragraph to be struck from the record, to read 'The Chairman thanked the members and Council for their help and support'.

**5686. Matters Arising from Council meeting – Actions from previous minutes**

5664 **(KG)** confirmed the matter is to be covered in an item on the agenda by **(BD)** also with in the CEO's report.

5666 **(KG)** confirmed that the Management Income and Expenditure Accounts had been circulated to Council (Appendix I2)

5667 Presidents Report

*(BD) to liaise with (KF) Reference Victoria Dixon and Clinical Ear Care Training.  
(KF) and (BD) confirmed this action has been implemented and is ongoing.  
Presidents Diamond Awards to be marketed through the Communication  
Committee via BSHAA People and website.*

Paper has been circulated to Council (Appendix F3)

*Communications Committee to develop the Student Award and report to Council at next meeting.*

To be covered by **(DP)** in the Communications Committee Marketing Report.

5669 **(DP)** reported he has had some response from Council members regarding content for BSHAA Facebook page, but would welcome more.

5672 Item covered in paper circulated to Council (Appendix H2)

5673 **(KG)** confirmed this has been escalated.

5676 **(AT)** confirmed this is to be covered in CEO's report.

5681 **(KG)** confirmed that a Doodle Poll had been circulated to Council members.

## **5687. Directors and Officers**

**(PSy)** Referred Council to Appendix C (BSHAA Committee and Office Roles) and asked for Council members to volunteer for roles on Committees within BSHAA. The following appointments were agreed.

### **Vice President**

**(PSy)** informed Council no nominations had been received with regard to the Vice President position, he asked Council members to consider the role, reflecting on the implications of also being 'president elect'. **(PSy)** also informed Council that it was not necessary to fill the position of Vice President immediately.

### **Treasurer**

**(DF)** confirmed he was happy to remain Treasurer, the appointment was agreed by Council.

### **Officer roles**

- Communication Committee Chair – Peter Sydserff
- Congress Committee Chair – Karen Finch (until May 2015, position to be filled for 2016 Congress)
- Customer Services Committee – David Foley
- Professional Development Committee Chair – Barry Downes (with the possibility of assistance from CEO). Update **(BD)** has now stepped down and Chair is vacant. **(PSy)** is temporary Chair.
- BSHAA People Editor – Trevor Andrews
- BSHAA People Assistant Editor – Karen Finch

### **External Representation**

**Hearing and Balance UK** – **(AT)** informed Council that this group was recommending disbanding and were encouraging members to join the Hearing and Deafness Alliance.

**Scottish Advisory Group** - **(DF)** informed Council it was his belief that BSHAA were no longer members, and if Council thought it necessary he would contact them and check

the current situation. Council discussed the merits of staying within the group and would revisit the subject when membership status had been established.

**Action – (DF) to check current status of BSHAA’s membership with the Scottish Advisory Group.**

**Scottish Council on Deafness - (DF)** informed Council it was his belief that BSHAA were no longer members as we have not received papers from them in recent times. **(DF)** also added that the SCD focused on very specialist interest groups which may not be relative to BSHAA Council.

**Action – (EBS) to establish when BSHAA last paid subscription fee to Scottish Council on Deafness**

**UK Council on Deafness - (PSy)** reported he attended the last meeting, and intends to attend every alternate meeting in the future, with a view of monitoring BSHAA’s continued involvement.

**BHAMA – (TA)**

**Audiology Advisory Group – (AT)** informed council that this group now longer exists

**AIHHP – (PSy)**

**BSA – (BD)**

**Hearing Loss and Deafness Alliance - (CEO)**

**IQIPS – (CEO)**

**NCHA – (CC) (KF)** requested that the Council receive regular updates from NCHA. **(CC)** agreed to ask NCHA to submit a formal paper to Council, updating BSHAA as to any activities within NCHA.

**Action – (CC) to arrange NCHA to submit a formal paper to Council updating BSHAA as to any activities within NCHA.**

**The following Council members agreed to assist on the sub committees below**

**Committee Members**

Communications Committee

Peter Sydserff (Chair)  
Trevor Andrews (BSHAA People Editor)  
Karen Finch (BSHAA Assistant Editor)  
Ian Croft

Professional Development Committee

Barry Downes (Chair) *Update: Chair now vacant.*  
Samantha Godkin  
Andrew Coulter  
Tony Rainer  
*Update: Sarah Vokes has also joined this committee*

Congress Committee

Karen Finch (Chair until May 15)  
David Foley  
Samantha Godkin  
Tony Rainer  
Colin Campbell

Customer Services Committee

David Foley (Chair)  
Tony Rainer  
Ian Croft  
Barry Perkin

**Action (PSy) to liaise with Sarah Vokes with regard to roles within BSHAA's Committee and Office Roles.**

*Post meeting note-: (PSy) has now discussed relevant roles with absent Committee members*

**5688.**

**President Report**

The report was circulated prior to the meeting and noted.

(PSy) presented to Council the President's Report (Appendix D) detailing his time and work on behalf of BSHAA, including attending the AIHHP as a exhibitor on the BSHAA stand and attending a work shop organised by the Foundation Trust Network

(PSy) reported to Council his recent dialog with the BAA and expressed a desire to continue to communications with the organisation.

(CC) raised a question concerning the BAA, their role as a professional body, and their regard to practices within the NHS audiology departments. Should BSHAA request information under the Freedom of Information Act, and what will be BSHAA reaction to the information gained?

**Action - (PSy) to liaise with (CC) to devise a list of questions that BSHAA should present to the NHS, via Hospital Trust websites, to gain information under the Freedom of Information Act on practises within the NHS audiology departments.**

**5689. Chief Executive Report**

The report was circulated prior to the meeting and noted.

(AT) recommended, and Council agreed, to keep the BSHAA Loss of Business Allowance in line with the HCPC Lay Members Allowance currently at £180 to be increase to £190 on 1<sup>st</sup> April 2015

**Action - (EBS) to check annually the rate of the HCPC Lay Members Allowance.**

**Professions in Regulations (Page 4 Appendix E)**

(AT) gave a report to Council, summarising his advice that there would be no benefit to BSHAA members for voluntary-regulated audiologists to be grandfathered onto the HCPC register.

Council took a vote on not to communicate with the HCPC in support of the registration of clinical physiologists being statutory regulated. 8 Council members voted in favour of no support for statutory regulation for audiologists currently on the voluntary register.

**5690. Communications Committee Marketing Report**

The report was circulated prior to the meeting and noted.

A discussion took place on membership distribution between independent and employed dispensers. It was agreed that (EBS) would analyse and regularly report on membership figures. (DP) would re-circulate a report to new council members, commissioned in the past, which was completed by a consultant company on behalf of BSHAA.

**Action - (EBS) to provide a report on employed/independent membership figures.**

**Action - (DP) to re-circulate report from Hall Associates for BSHAA**

(DP) reported that the web site had been due for completion for the Congress in May. This has now been put back to July 2015, with the aim of a 'development site' ready to show members at Congress in May 2015. It is proposed the new web site will be launched at the AGM in November 2015, with the possibility of a workshop to include CPD tools and the management of CPD points. (DP) also reported there had been an 8% increase in visitors/pages used on the BSHAA website, with a high percentage of users arriving at the site by direct search. There has also been an increase in mobile usage on the site.

(DP) informed Council that it was agreed at the Com Coms Committee that advertising should be directed through BSHAA People to raise advertising revenue, rather than the web site or Facebook.

(KF) ask for all Council members to be aware of the need for content for BSHAA People and asked Council members if they have any articles which could be included.

### **Diamond Award**

(DP) referred Council to Appendix F3 concerning the proposals for the Diamond Award. The document was discussed and Council agreed with proposals, including creating a sub-committee. (DF) (KF) and (TR) volunteered, and Council agreed.

(PSy) confirmed BSHAA had received permission from Tom Parker, Managing Director of P C Werth, on behalf of the estate, to use Lawrence Werth's name in connection with the award.

(DP) advised that the launch of the award should be as soon as possible due to the time constraints of receiving nominations.

**Action – (DP) to launch Award on the BSHAA website as soon as possible and the Sub-Committee to be contacted by telephone in the near future.**

*Post meeting note: - As from the 23<sup>rd</sup> January 15 the award is now live on the BSHAA web site.*

### **5691. Professional Development Committee (PDC)**

(BD) Highlighted report Appendix G3 concerning the Audit of FSHAA Compliance, drawing attention to the lack of accurate responses from members returning the CPD Declaration Forms. He asked members to consider a late paper (Summary Report on the PDC Review of BSHAA CPD Policy and Practice) that was circulated to Council, which is to have further discussion by the PDC, with the possibility of involving the BSHAA website in future developments within the Professional Development field.

(BD) presented the current delegate day rate fees for regional BSHAA Professional Development meetings and proposed that the fees be raised. Council agreed the fees should be raised to:-

Member: £80  
Student: £40  
BSA or BAA Member: £100  
Non-member: £125

(BD) referred Council to Appendix G2 BSHAA – BAA collaboration. The paper was discussed and Council voted to agree with the proposals.

Council recognised Appendix G1 and there were no questions/matters arising from the previous PDC meeting.

(PSy) Thanked guests for attending the morning session and informed them that the first item on afternoon agenda of the Council meeting was a closed session.

## **LUNCH**

### **5692. Appointment of new CEO**

(PSy) welcomed David Welbourn to the meeting, who gave a presentation to Council and invited members to participate with an open question session at the end.

(PSy) thanked David Welbourn for his presentation and informed Council that he would write round to CMs seeking views on the recommendation of the selection panel.

### **5693. Customer Services Committee Report**

(DF) gave a verbal report on current projects as itemised in Appendix L

(DF) informed Council that the Guidance on Excellence in Customer Care document, which was due to be circulated to Council, is currently having adjustments made to it and is to be reviewed by a lay person. This will be circulated to Council in due course.

### **5694. Congress Organising Committee**

(KF) reported to Council that arrangements for Congress were ahead of schedule, including bookings, contributed to by the ticket offers that have been marketed to the membership. (DP) confirmed that there have been two more exhibitors applying since Appendix H was produced. It was suggested that the new members of the Congress Committee should be briefed at the first steering committee meeting as to the arrangement made prior to them joining to aid continuity for Congress 2016.

Council were reminded of the 'Rock' theme at the Congress with a view to arrangements being made re. outfits.

### **5695. Finance**

The report was circulated prior to the meeting and noted.

(PSy) informed council that the financial figures reflected the fact that BSHAA were investing heavily in people and resources.

### **5696. Scotland Update**

Covered in External Representations.  
No matters arising.

### **5697. BHAMA Update**

Apologies were received from Trevor Andrew, no BHAMA update available.

**5698. BSHAA Secretariat and Administration Support**

The report was circulated prior to the meeting and noted

It was suggested that the date of the AGM be moved to avoid other organisations events and be more appropriate to BSHAA People's deadline.

**Action - (DP) to research and circulate other events in November 2015**

*Post meeting note - This has now been done and the date of 14<sup>th</sup> Nov 2015 has been agreed for the AGM*

**Away Day**

A vote was taken as to the location for the Away Day on 12<sup>th</sup> February 2015, it was agreed that it should be held in the South East. Venue to be confirmed.

*Post meeting note - This has now been agreed as Audiology House, Werth Industries, Clapham. Further details will be circulated.*

**Council Meetings**

A desire was expressed to hold a future Council meeting in Scotland, Council voted and agreed to consider this

**Action - (EBS) to circulate a Doodle Poll to confirm which would be the most popular dates for a Scotland/rescheduled Council meetings.**

**Membership update**

(KG) gave an update on membership renewals. Council agreed that all members who had not renewed their membership can now be made inactive.

**5699. Any Other Business**

(KG) ask if a list of members who cannot be traced due to change of address can be circulated to Council, with the view regaining contact with the member. Council agreed.

**Action - (EBS) to compile and circulate a list of members with no usable address on the BSHAA data base to Council.**

(KG) asked Council would Gmail be a useful form of communication for meetings/dates/etc. The view was taken that not enough Council members had a Gmail account to make the format viable.

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