



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited**  
**NCHA Offices, 199 Gloucester Terrace, London, W2 6LD**  
**Thursday 20th March 2014**

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

**In Attendance:** Mr A Torbet (CEO), Mr D Peel, Mr P Baker,  
Mr Harjit Sandhu

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

**5600 Minutes**

The Minutes of the Directors meeting held on 6th February 2014 were approved and signed.

**5601 Matters Arising**

(BD) informed the council in the previous meeting that (TA) would be the new representative on BHAMA. (TA) confirmed that he had agreed to this position and was happy to be the link to BHAMA

**Action points from the previous meeting:**

**5575 Council meeting minutes**

Council agreed that the minutes now contain the correct level of detail to give a fair and true representation.

**5567 BSHAA Committees and Roles**

(AT) confirmed that this had been completed and advised it would be discussed later in the meeting.

**5579 HCPC Consultation on Standards of Proficiency**

(BD) advised that the HCPC consultation would be discussed later in the meeting.

**5585 Finance**

(PB) commented that a shortlist of available options would be presented for a decision.

**5587 BSHAA Secretariat and Administration Support**

(PB) confirmed that an insurance quotation for the 2014 BSHAA Congress had been obtained and circulated to the Congress committee.

(DP) commented that the new welcome pack folders were in progress and the final designs should be ready within a week.

(DP) advised that the facility to re-subscribe members to the mailing list had been added at cost to the mailing facility.

**5595 Recruitment and Retention project**

(PB) advised that he had received the action plan from the 2012 recruitment and retention project and would update the plan following the 2013 project.

(PB) confirmed that the virtual terminal facility had been investigated and would be discussed later in the meeting.

**5599 AOB**

(PB) advised that to avoid work duplication EBS have contacted non-renewal members to advise that they cannot use the MSHAA or FSHAA letters. (KF) asked if there would be an ongoing plan of action to ensure these previous members were not using the BSHAA letters.

**Action (PB) - to perform periodic checks on non-renewal members to ensure they are not using BSHAA's post-nominal letters.**

**Morning Session:**

**5602 BSHAA Roles, updates for 2014:**

(AT) circulated an outline of BSHAA's committees summary of work areas and the officer support for each committee. (KF) commented that the outline is an excellent starting point and asked if this could be expanded to include a job description for the committee chairs. (KF) advised that she wanted clarity in what is expected of the Chair of the Congress Committee. (BD) commented that it is good governance to include a duties guide in the committee's terms of reference. (BD) advised the terms of reference for the Congress committee would need to be drawn up and that all terms of reference should have an annual review.

**Action (AT) to work with (BD) & (KF) to draw up the terms of reference for the Congress committee which should include a duties and responsibilities guide.**

(BD) commented that for the Professional Development Committee the following work areas need to be added;

1. Organisation of professional development meetings
2. Input to Congress programme

(DF) advised that in the Customer Services Committee, (IC) should be added as a member and (BD) as ex officio.

**5603 President Report**

The report was circulated prior to the meeting and noted.

**5604 Nomination of Gordon Gipson for Honorary Fellowship on the occasion of his retirement.**

(BD) advised that Gordon Gipson has been an exemplary member of the Society for a considerable time; Mr Gipson has attended and provided support for many BSHAA events. (BD) nominated Gordon Gipson for the Honorary Fellowship award. (PSy) seconded this nomination.

**No objections from the council – Gordon Gipson to be awarded Honorary Fellowship of BSHAA.**

(PSy) commented that if any member of BSHAA can demonstrate the same qualities they should be able to be nominated and considered for this award. (BD) advised that anyone can propose any member that they feel are worthy of the award of Honorary Fellowship. (SV) asked if the application process with the appropriate criteria is on the BSHAA website.

**Action all to find the appropriate wording and criteria for Honorary Fellowship award for the nomination process to be added to the BSHAA website.**

**5604 Chief Executive Report**

The report was circulated prior to the meeting and noted.

(AT) commented that a Council electronic update was distributed before the Council meeting. (AT) commented that following the latest progress report from IQIPS there is the opportunity for the hearing care sector to demonstrate that they fulfil the quality indicators. (AT) advised that there is a need to build up the evidence that hearing care can do well in a primary care setting.

**5605 HCPC Consultation on Standards of Proficiency**

(BD) advised that the consultation period for the standards of proficiency closes on the 4<sup>th</sup> April 2014. BSHAA has collaborated with the HCPC in the review of these standards and itemised 11 points that BSHAA would like to see changed. (BD) commented that these changes were sent to the HCPC in 2013 and that all but 2 of the changes were made in the document. (BD) would complete the online HCPC consultation response document before 4<sup>th</sup> April 2014.

**Action BD to circulate the summary document on the consultation of the HCPC standards of proficiency.**

**5606 Communications Committee**

The report was circulated prior to the meeting and noted.

(BD) advised that the Tinnitus Practitioner course was being progressed by the Professional Development Committee with input from Mark Williams. (BD) commented that final drafts would be sent to David Baguley and David Stockdale with a view to their approval and support. (IC) asked if those wishing to start the Tinnitus Practitioner scheme could demonstrate equivalent competence in sections and so not have to repeat work. (BD)

confirmed that this would indeed be possible. (DP) commented that he had initial talks with AXIA in developing the website to provide the resources for the Tinnitus Practitioner scheme.

(DP) commented that new barcode scanners had been purchased and that a trial had taken place at a recent professional development day. (DP) advised that the process was straight forward and that there is now a scanned record of all those that attended the day.

(DP) confirmed that the Communications Committee had approved a pilot of the text messaging software. (DP) commented that (PB) had confirmed the texting company complies with BSHAA's data protection requirements and BSHAA should be allowed to contact its members via text message. (PB) commented that members would need to have the option to unsubscribe.

**Action - (DP) to ensure BSHAA members can unsubscribe from the text message mailing list.**

#### **5607 Hearing Loop Campaign**

(DP) advised that the first e-mail has gone out to BSHAA members asking for support of the Hearing aid campaign. (DP) commented that to date there had been no response but there would be an article in the next issue of BSHAA People. (SC) asked if this could be an item on the BSHAA stand at the congress.

**Action (DP) to advertise the Hearing Loop campaign on the BSHAA stand at the congress.**

#### **5608 Customer Services Committee**

Minutes from the previous Customer Services Committee were circulated prior to the meeting and noted.

(DF) commented that the Customer Services Committee had recently met on the 19<sup>th</sup> March. (DF) advised that the committee discussed the issues around insurance for hearing aids and have written to companies for a statement on their policies concerning replacing hearing aids. (DF) commented that Legal & General had responded stating that the customer may use their original supplier or Legal & General's preferred supplier, Boots. Legal & General would only supply the amount equal to a quote from Boots. (DF) asked where customers were getting this information. (DP) commented that BSHAA may need to give members advice about what information to include, potentially as an addition to the standard Terms and Conditions. (DF) commented that unfair trading will be summarised for an article for BSHAA people.

**Action (SC) to speak to contacts in Boots and investigate the contract with Legal & General.**

(DF) advised that the 'Excellence in Customer Care' document is progressing and the first section has been signed off. (AT) asked the Council whether the wording in the BSHAA Code of Practice regarding disparaging another member was still suitable. (DP) commented that poor wording could hinder members from being open and honest relating to HCPC. (BD) commented that the wording needs to be very careful to reflect the manner in which it is meant.

**Action AT to investigate suitable wording for the BSHAA Code of Practice with regards to not using disparaging comments with respect to other hearing aid professionals.**

**5609 Professional Development Committee**

The report was circulated prior to the meeting and noted.

(BD) advised that the Radisson Blu venue for the Stansted professional development day was very good and he had received positive feedback from delegates.

**5610 Congress Organising Committee**

The report was circulated prior to the meeting and noted.

(KF) advised that the Congress Organising Committee is now meeting fortnightly and will soon be increasing these meetings to weekly. (KF) commented that registrations for Congress are a little lower than desired at this time as the Congress Committee would always like an increase. (KF) advised that the invitations for the President's reception have been sent out and there are expected to be between 50 and 75 attending. (KF) commented that scanning would be re-introduced and that the theme for the gala evening event would be the Moulin Rouge.

(DP) commented that invitation flyers have been disseminated to members; the information has been added to the website and would be included in BSHAA People. (BD) commented that members who have attended the Congress in the past 2 years but not registered for this year should be contacted.

**Action (DP) at the end of April to contact members that attended Congress in last 2 years but have not yet registered.**

**5611 Finance**

The report was circulated prior to the meeting and noted.

(AT) commented that he would have greater input in the production of financial statements to better reflect the spending of each committee.

**5612 Scotland UPDATE**

(DF) advised that there is a professional development meeting on Monday 24<sup>th</sup> March with 20 delegates booked to attend.

**5613 BSHAA Secretariat and Administration Support**

The report was circulated prior to the meeting and noted.

(PB) advised that the renewal and retention project is now looking forward to the renewal period in September. (PB) commented that he had investigated the available options for a virtual terminal facility for taking card payments. (PB) advised that there is little difference in costs and asked the Council if they were happy to proceed with the recommendation of Evalon merchant account services.

**No objections were received**

(PB) asked the Council if they were happy to approve the new BSHAA applicants that were circulated before the meeting.

**No objections were received**

**5614 AOB**

(TA) advised that he had attended a meeting with BHAMA in which he introduced the new BSHAA People and received a presentation from NCHA. (TA) commented that there was discussion on a tender in England and Wales and creating an industry standard for Bluetooth and wireless devices. (TA) commented that there was also discussion on Hearing Link's naivety on finances that exist within the industry and about patient awareness in demanding choice in public and private care.

**Action (TA) to ask if BHAMA have minutes and if they will allow these to be circulated.**

(BD) advised that he has received interest from a BSHAA member Samantha Godkin wanting to join the Council. (BD) advised that the member would need to send a formal e-mail requesting that they would like to join the Council and that they understand that they would need to be voted in at the next AGM. (BD) asked if there were any objections to Samantha attending the next council meeting to gain an insight on proceedings.

**No objections were received**

**Afternoon Session - The 'Leading Change' Agenda:**

(BD) welcomed Harjit Sandu to the meeting; (HS) is the Head of Policy and Operations for the NCHA.

**5615 NCHA - National Community Hearing Association**

(HS) thanked BSHAA Council members for inviting him to attend the meeting and gave an overview of the NCHA and his role within the organisation. (HS) commented that his role is to analyse data on national tariff, regulation, supply/demand and other economic factors to provide useful information to NCHA members.

(TA) commented that NCHA needs to focus on health economic areas and to look at helping clinical commissioning groups understand where the costs are and patient outcomes within audiology. (HS) commented that commissioners do not understand what to buy and they are ignorant of potential structural failure. (HS) advised that members and professional bodies should be translating information and help by advising commissioners. (HS) commented that commissioners want a cost saving whilst using low risk options; the NCHA want to provide the tools to give members the ability to sell the right course of action whilst educating the CCGs.

(BD) asked what the progress was on widening membership of the NCHA. (HS) advised that there is now a lowered fee for smaller organisations and a split cost for full time and part time staff. (HS) commented that the aim for NCHA is for long term improvement and to build constructive relationships. (BD) asked why a practitioner would invest in the NCHA, what would be the benefit. (HS) commented that it is difficult to sell policy to small companies and when they do sign up NCHA will pay attention and apply their input to the policy.

(BD) asked for an example of a success or completed action of NCHA. (HS) commented that his main success is the relationships that have been built with professional bodies like BSHAA,

these relationships will allow NCHA to provide relevant information like the almost completed buyers guide for commissioners.

(HS) advised that there is a need to improve the cultural perception of the importance of hearing care and to get it into the mind-set of the general public. (HS) commented that he would like the NCHA and BSHAA to work together on these goals and then bring in support and cooperation from the BAA and hearing aid manufacturers. (AT) agreed and commented that his long term objective is to have hearing as the 5<sup>th</sup> primary care service. (HS) commented that there is a need to advertise to the NHS that they don't require the space to hold large hearing centres and can instead use the high-street hearing care.

(BD) commented that he feels happy to keep working with the NCHA. All Council members agreed. (KF) commented that it has now been clarified that BSHAA is more important to the NCHA than was first thought. (BD) commented that BSHAA has a huge amount to contribute. (PSy) agreed and commented that the two organisations complement one another.

**5616 Excellence in Standards of Professional Practice**

(BD) advised that there has been little progress since the previous meeting. (BD) commented that the document would be ready for announcement at the Congress and by the AGM it would be completed and distributed.

**5617 Excellence in Standards of Customer Care**

(DF) advised that work was progressing and the customer service committee are 2 sections into revising this document.

**5618 Pilot evening events for Local Engagement Agenda**

(BD) commented that he hosted the first local engagement event and will circulate a report. (BD) advised that 20 BSHAA members accepted the invitation although 1 dropped out on the night. (BD) commented that invitations were sent to members that lived within 1 hour of the venue. (BD) advised that he did not use PowerPoint or an agenda but had created a leaflet and a feedback form. (BD) commented that he thought the night was a great success and provided an excellent communication opportunity; the feedback from the attendees was very positive. (BD) commented that feedback from attendees was that they felt there was not enough communication from BSHAA and would like more information from a regional representative of the Council.

(KF) advised that she would be hosting a local engagement event with 20 members attending and would ask if attendees wanted a regional representative to provide more communication.

**Action BD to send PB details for members whose e-mail addresses did not work.**

**5619 New member welcomes**

(BD) commented that the new member welcome e-mail is ongoing.

**5620 BSHAA People Project**

(TA) circulated the final version of the first redesigned BSHAA People. (TA) commented that he is now focusing on the next issue and is more than happy to receive ideas of articles and items. (IC) asked if the focus could be on specific people within the Society. (TA) commented that there are planned articles and is the idea behind the last word section.

**5620 Website Redevelopment project**

(DP) advised that since the last meeting he has started work on tender document for the website redesign.

**5621 AEA membership**

(BD) commented that BSHAA has received an invitation from the Secretary General of the AEA – Association of European Hearing Care Professionals (*translation*). (BD) advised that in Europe the UK and Poland are not members and have been invited to attend as observers. (BD) asked if a Council member could attend this meeting.

**Action (BD) to respond to the AEA meeting invitation that unfortunately no Council member is available as the date is too close to Congress but that BSHAA would be happy to attend another date.**

**19. 2014 Council meeting dates and locations:-**

<u>Date</u>	<u>Location</u>
Thursday 20 <sup>th</sup> March 2014	London
<del>Thursday 15<sup>th</sup> May 2014</del> Cancelled	<del>Ricoh Arena</del> -Cancelled
Thursday 10 <sup>th</sup> July 2014	<b>London TBC</b>
Thursday 11 <sup>th</sup> September 2014	<b>EBS Lichfield TBC</b>
Friday 7 <sup>th</sup> November 2014 (AGM – Saturday 8 <sup>th</sup> November)	Stanhill Court Hotel, Horley, Surrey

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

CHAIRMAN