



Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited
Werth Industries, Audiology House, 45 Nightingale Lane, London, SW12 8SP

Thursday 19th March 2015

Present: Mr P Sydserrff (Chairman)
Mr D Foley
Mr C Campbell
Mrs S Godkin
Mr T Rainer
Mrs S Vokes

In Attendance: Mr A Torbet (CEO), Mr D Welborn (CEO elect) Mr D Peel, Mrs K Girling, Mr B Perkin, Mr A Coulter, Mr P Harrison, Mr D Collett Fenton

Apologies: Mr T Andrews, Mr I Croft, Mrs K Finch

5700. Future Vision - Aims and Objectives

The Council meeting was opened by **(PSy)** outlining the format of the meeting. **(PSy)** briefed Council on looking into the future of the audiology our industry highlighting the challenge of reaching the unaided members of the public with hearing loss. **(PSy)** gave an overview of membership figures, drawing attention to the demographics of the people now registered on the HCPC register not reflecting the BSHAA membership numbers, highlighting that the status quo is not a sustainable position for the future of the Society.

5701. Presentation by David Wellborn - Looking to the Future

(DW) gave a presentation to Council concerning the changing demographics of the audiology profession. A discussion took place debating the hypothetical question 'what would happen if the Society closed'

Action - (DW) asked all present report to him within one week reasons why the society should not close.

(AT) made the following statement regarding BSHAA's mission for the future:-

To improve the status of the profession
Strategies to achieving this mission
Help our professional to exemplify/provide better hearing care
Help our professional to promote better hearing health to the public

(AT) recommended the following tactic to achieving these goals:-

Add value for the membership by clarifying/promoting a profession of trusted, skilled health care professional whose purpose is to help client's get better hearing.

Action - (All) to find members/non-members views on the Society

Action - (DW) to deliver feedback of responses to Council on comments submitted.

5702. Afternoon Session

(DW) stated that at the start of every meeting Council members should declare any conflict of interest, and that this should be ongoing for the future. This was agreed by all present.

(PSy) reminded Council that it is a requirement that every Council member should read the reports submitted from the Sub-Committees before each Council meeting.

Sub Committee reports

5703. Professional Development Report (PDC)

(PSy) gave a brief résumé of the PDC meeting held on the 26th Feb 15 highlighting the key area's to be delivered, mainly being, Fellowship status(as part of the wider review completed by (BD) last year, extending scope of practice, Micro-suction, and Tinnitus practice course.

(DW) informed Council the appointment of Jay Jindal as BSHAA Training and Professional Development Consultant has been confirmed.

5704. Customer Services Committee

(DF) confirmed that Appendix B was an account of the meeting 21st Jan 15 and proceeded to give a verbal account of the CSC meeting held on 18th March 2015, including an article in the last edition of BSHAA People which gave advice to members on how to be compliant with Customer Contract legislation of 2013. (DF) confirmed that the Society had taken further legal advice and information contained within the article is correct. The Guidance and Excellence of Customer Care booklet has been agreed and will be presented to Council in May 2015. The Customer Care Scheme audit was also discussed, two thirds of the companies have renewed and the remaining are being chased. The consumer leaflet is to be re-designed (DP) to arrange this with Design World.

Action - (DP) to arrange with Design World the re-design of the consumer leaflet.

The Customer Services process is to be reviewed in the future, covering the areas of governance, practice and grievance procedure.

(PSy) informed Council of the need to review the Articles of Association. Legal advice has been taken by the Company Secretary who have provided a number of comments. These

are now being collated and will be presented to Council for consideration in due course, with a final draft of new articles to be presented at the AGM in November 2015.

5705. Congress Committee Report

(DP) updated Council on the financial position of the Congress. The AV package is considerably more than was expected, an alternative company has now been sourced with a saving of £2K. The decision has been taken to allow employers to exhibit at Congress for the first time, with one of the stands recently being sold to Boots Hearing Care. These recent events have helped turnaround the finances of Congress, changing what would have been a significance loss into at predicted £5K profit, in addition to any monies made from advertising and any further stands sold.

5706. Communications and Marketing Report

(DP) reported that there had not been any nominations received for the Lawrence Werth Award. The award has been publicised via Linked In, Facebook, Twitter, and e-bulletins to members. The award is to be publicised in the next edition of BSHAA People to encourage nominations.

(DP) also reported on the poor response from Members when contacted by email, with only 600 of the current membership allowing BSHAA to contact them by email. Approximately 300 of them read the communication. It was agreed that this is an area which needs to be reviewed when building the new website.

Action - (DP) to arrange for the Lawrence Werth Award to be publicised in the next edition of BSHAA People.

5707. Governance

Membership/Secretarial

(KG) referred to Appendix E and the membership breakdown. Council discussed the proportion of BSHAA members who come from the independent sector against the national company's and how their needs from the society differ.

Finance

(KG) referred to Appendix F1 confirming all committee budgets were on course.

5708. Chief Executive Report

(AT) drew attention to the fact that the DH/NHSE Hearing Loss Action Plan report has not been publicised, he gave an overview of the subject to Council and informed that the report was projected to be published in early March.

(PSy) thanked (AT) for his final CEO report and his services to Council during his time as Chief Executive.

5709. President Report

(PSy) referred to Appendix H, Summary of President Activities, the report was acknowledged by Council.

5710. External relationships

AEA

(PSy) reported to Council on AEA membership, informing that the public event at the European Parliament had been cancelled due to security reasons. (PSy) has been invited to the next board meeting, which coincided with the French Congress, which he will also be attending. Following the AEA board meeting in May he hopes to be able to form an opinion whether to take the relationship with AEA forward in the future.

BHAMA

In the absence of (TA), (PSy) gave a verbal report on BHAMA informing Council he met with Alistair Tait (acting chair of BHAMA) and had an exchange of useful information.

Scottish Update

(DF) confirmed there were no matters arising.

5711. Minutes of previous meeting

Minutes from Council meeting on 22nd January 2015 we noted and approved.

5712. Matters Arising from Council meeting – Actions from previous minutes

5687 (DF) confirmed he contacted The Scottish Advisory Group on 21st January 2015 and again at the beginning of February. No response has been received, he will continue to pursue this matter.

(KG) confirmed the last payment to the Scottish Council on Deafness was on the 19th September 2013 for £100. Because of this it was noted that BSHAA are no longer members of SCD.

(PSy) informed Council contact had been made with NCHA at various events, and they are developing and commissioning a framework of audiology services.

(PSy) confirmed he had liaised with (SV) with regards to roles within BSHAA's Committee and Office roles.

5688 (PSy) and (CC) have devised list of questions that BSHAA should present to the NHS via Hospital Trust website. (DP) has distributed them to the NHS, via the Hospital Trust websites, as a 'freedom of information' request, the information gained is being collated and will be presented to Council in due course.

5689 (EBS) confirmed that they have diarised to check the annually the rate of HCPC Lay Members Allowance.

5690 (EBS) have distributed a report on the employed/independent membership

(DP) has re-circulated report from Hall Associates for BSHAA

(DP) confirmed the Diamond Award is now live on the BSHAA website.

(DP) researched events in November 2015 and a date for the AGM of 14th November 2105 has now been agreed.

(EBS) circulated a Doodle Poll for the most popular date for a Scotland Council meeting, the result being 21st May 2015

5699 (EBS) compiled a list of members with no addresses on the system.

5713.

Any Other Business

(DP) informed Council that BSHAA appointment of a new CEO is in the March edition of ENT news.

(SG) raised the issue of loss of business allowance being extended to employed dispensers on Council as well as for self employed dispensers. (DF) proposed that loss of business allowance should be extended to all Council members. Council took a vote and it was agreed that the loss of business allowance should be extended to all elected Council members (not co-opted members or guests) to cover those who are employed and the employer is not willing to remunerate for time spent working on behalf of Council. This should apply from the date of election and would be awarded with discretion to non-Council members attending committees on behalf of BSHAA.

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