

MINUTES OF THE OPEN MEETING OF THE GOVERNING BOARD

Held on Thursday, December 6th 2018 at the British Acupuncture Council

63 Jeddo Road, London W12 9HQ

GB Directors present:

Philip Rose-Neil (PRN) – Chair
Anthony Lock (AL) – Lay
Cathy Chapman (CC)
Joanna Brown (JB) – Lay
Helen Smallwood (HS) (left at 3 pm)
Pia Huber (PH)
Rosey Grandage (RG) (left at 1 pm)
Naresh Rao (NR) – Lay

In attendance:

Rob Strange OBE (RS) - CEO
Teresa Williamson (TW) - COO
Maria Safi (MS) - Minute Taker
Jane Debois (JD) – Head of Professional Standards
Kevin Durjun (KD) – Head of Events
Katie Osborne (KO) – PR Consultant

Apologies:

Prof Mary Lovegrove OBE (ML) - Lay
Harriet Lansdown (HL) - BAAB
Mike Watson (MW) – Registrar

1. Introductions

The board welcomed new GB member Naresh Rao, introductions were made and members of the board introduced themselves.

2. Approval of the minutes of the GB Meeting held on 28 September 2018

Actions completed from the previous governing board minutes:

- Governance Handbook sent to GB members;
- inductions completed for new members of the GB; and
- with regard to the budget, electricity was found to be included with the rent, thus paid.

Action points carried forward:

Action point 1 – TW to give CC the email address of Jonathan Pledger of the Council of Heads of Acupuncture Colleges (CHAC). CC to ask Jonathan Pledger for CHAC's minutes.

Action point 2 – TW to ask Anna de Oliveira whether a Customer Relationship Management (CRM) system was ever developed/purchased. If so, the GB would like to know whether it can be resurrected so that the organisation can be structured in relation to its approach to external contacts. This will be particularly important for the Membership Services Committee (MSC).

AL suggested that committees should use the MoSCoW prioritisation system:

- Must have
- Should have
- Could have
- Won't have (this time)

The open minutes were approved unanimously.

3. Financial: Treasurer's report, Income and Expenditure as at 30 September 2018, Reserves estimate at 31 October 2018

RS delivered his final report as Treasurer. RS is stepping down as Treasurer. Richard Costella will be the new Treasurer from 1 January 2019.

Income and expenditure is analysed quarterly. Overall things are looking positive and variances are diminishing as timing differences correct themselves.

Conference income was down due to fewer attendees. In addition, conference cost more in 2018 but morale was high and it was a very successful event.

There was a discussion concerning the redistribution of the Regional Groups Budget and CPD.

Carol Clifford, the regional group co-ordinator, has been given more flexibility with the budget for regional groups. More budgeted funds will be allocated to areas where there are more BAcC members. RG suggested that members need more of a reason to attend their regional group and to run them. CC suggested a template CPD certificate and to make it clear to members that attending their regional group is CPD. CC also suggested that mini-conferences could be held in different areas.

Membership income is likely to be approximately £20,000 - £30,000 down by the end of the year as membership numbers are slightly down when compared with those at 31.12.17.

RS stated that costs have been well contained, particularly committee costs during the development of the new governance structure.

NR suggested that the Treasurer should give a general view of the health of the BAcC finances, possibly as a dashboard, for each GB meeting.

There was a discussion of the BAcC reserves. AL referred to a reserve policy that the BAcC should have six to nine months' expenditure in reserves. RS clarified that the target agreed by the GB was £400,000, which is three months' operational costs and this should be increased by £5,000 per year going forward. The BAcC currently has four months' of costs represented by reserves.

RG requested unprotected documents for all meeting materials including budgets. TW/RS to discuss this with RG outside the meeting.

Action point 3 – TW/AdO to liaise direct with RG to clarify requirements.

4. British Acupuncture Accreditation Board (BAAB) update

TW gave a verbal report from BAAB (HL) and also read out MW's Registrar's Report. On 5 November 2018 the College of Naturopathic Medicine (CNM) had its accreditation for its Diploma in Acupuncture suspended. CNM was underachieving in many aspects and decided not to try to regain accreditation by appealing the decision of the BAAB board and complying with a number of conditions.

PH declared that she had been at CNM and taught the research module there. PH stated that CNM is tied up with the Association of Traditional Chinese Medicine (ATCM). PH further stated that the Acupuncture Society has about 1,000 members made up of Chinese medicine herbalists, tui na practitioners, microsystems (e.g. ear acupuncture) practitioners, and traditional acupuncturists.

CNM has contracted with students so that they cannot transfer to another fully accredited course without incurring large financial penalties. The CNM students have two options as set out below.

1. They have to pay the outstanding CNM course fees for the whole course and pay the fees to start a new course at another acupuncture college.
2. They have to continue the CNM course but the course is no longer fully accredited by BAAB so they cannot automatically become BAcC members.

TW has been working with HL of BAAB, MW, CC and Natalie Johnson (NJ - BAcC admissions and student membership manager). TW, HL, MW, CC and NJ are to have a telephone conference call to develop a proportionate admissions process for the current 3rd year CNM students who are due to graduate in Summer 2019. The BAcC needs to ensure that the educational standards in the Standards of Education and Training for Acupuncture (SETA) are satisfied to reduce the risk of harm to members of the public. As MW puts it: "What if the BAcC grants admission to one of the CNM graduates and they cause a pneumothorax (puncture of the lung)?"

HL has agreed to be the BAAB representative on the Professional Standards Committee (now known as the Professional Standards and Regulatory Committee (PSRC)). The PSRC intends to review SETA as one of the first things it does.

CC and TW agreed to update the board on any substantive issues concerning the CNM students between meetings.

5. PR presentation; successes in 2018 and plans for 2019

KO, Director of Osborne Communications and PR consultancy and KD have been working together on PR for the BAAC for the past six months. KD and KO presented the results of this work and their plans for 2019 to the board. The presentation is briefly summarised below.

- 18 months ago the BAAC's then PR manager and the BAAC parted ways and until six months ago the BAAC had not conducted much PR.
- The budget was re-allocated to research projects and this was very positive because the research projects are beginning to show good results.
- At the end of 2017, the BAAC senior management team (SMT) made up of Paul Hitchcock, TW, KD, JD and Juliana Zipperlin (JZ) visited the regions to find out what members wanted in relation to the new strategy. The main concern that members said they had was PR. Members wanted the BAAC to conduct more PR and that was an overwhelming voice, so the BAAC listened. The other point that was made strongly was that members said they wanted to move away from the "elegant ladies that lunch image" that acupuncture has. Instead they wanted the BAAC to focus on the serious medical applications that acupuncture has. Members deal with patients experiencing serious medical conditions every day and that must be the focus of the BAAC's PR.
- KO has been a journalist all of her working life and she was at the BBC for 6-7 years before going into PR.
- KO recommended that the BAAC should look at the growing body of scientific evidence that acupuncture has and promote how acupuncture could work alongside western healthcare.
- The initial PR strategy in the first three months focused on building the systems including the BAAC news room, looking at press releases, and the AGM. The BAAC news room page is now up and fully running on the public website with press releases, case studies and blogs. In e-news there are regular communications with members encouraging them to tell the BAAC what they would like to see, to communicate what KO and KD are doing, and asking members what they are doing in their day-to-day business. KO and KD are also looking at events that can be used in PR.
- Over the last three months the BAAC has seen huge success. The BAAC has had lots of PR coverage. There have been more than 20 different types of coverage from items in the national press, on the radio, in niche publications and local newspapers.
- The BAAC has received a huge increase in social media traffic. For example on Twitter there was hardly any engagement, now this has gone into the thousands.
- The BAAC has developed great relationships with journalists from KO's contacts.
- There are several case studies in development, three are live on the website and a couple have appeared in the Press.
- Positive feedback from members has been great; KO and KD have received emails from several members saying they are happy with what the BAAC is doing.
- The feedback from journalists who attended our World Acupuncture Day event in London has been really good, they were very impressed.
- A link to a consent form will be put on the members' website so that practitioners can send in any stories from patients. The consent form will be signed by patients and practitioners.
- A very busy and exciting next six months is planned, pulling together lots of different resources but mainly from members. With the social media world out there, the BAAC needs to be educating and encouraging members to be posting positive and supportive statements about acupuncture and the British Acupuncture Council.
- One of the highlights will be that BAAC is going to create a film.
- KO will be going around the UK and meeting up with members who are doing all this wonderful work.

- It is not right that all these brilliant ideas remain in the treatment room, the world needs to know these case histories. These stories will be from patients, acupuncturists and medical doctors.
- KO/KD will be planning another high-profile event in November 2019 with activities members can really get involved in. Again there will be an associated PR campaign.
- This year the BAcC has made some excellent relationships with MPs and journalists. KO/KD are going to work on building these relationships.
- There will be a central repository for all these ideas, a lot of which will be forwarded through the new committee structure.
- The first meeting of the Membership Services Committee (MSC) will be in early February and this is when members are going to be asked to give their thoughts and ideas, and share their contacts.
- KO and KD will periodically conduct mini surveys to keep themselves briefed with members' opinions.

Action point 4 – KD to arrange for KO's consent form for case studies to be uploaded to the members' website and communicated in enews.

RS informed the Board that KD's job title will change from Head of Events to Head of Events and PR because he has earned it and it encompasses his role better.

PH stated that she will email KO about Michael Dixon of the College of Medicine.

AL requested KO and KD's slides for the strategy focus meeting in Birmingham.

The Board requested that its thanks to KO and KD for all their hard work be minuted.

6. Governance and committee recruitment update

The recruitment for the MSC, Finance Risk and Audit Committee (FRAC), PSRC and for a lay Treasurer has been concluded in the last two weeks.

MSC

JB is chairing the MSC. This committee comprises of:

- four practitioner members - Archana Patel, Rebecca Hunter, Sarah Attwell-Griffiths, and Sarah Matheson; and
- two lay members – Robert Pettigrew and Ann Mealor.

KD is facilitating this committee and Sandy Williams will be taking the minutes.

JB and KD have already agreed the dates of meetings for 2019:

- 6 February 2019;
- 22 May 2019;
- 3 September 2019; and
- 12 November 2019.

RS has agreed to attend the first meeting of the MSC to introduce himself, to meet and greet the members and to help set the tone.

PSRC

CC is chairing this committee, at least until September 2019. The PSRC will need a new chair after that date. The PSRC comprises of:

- four practitioner members - Heather Adams, Magda Koc, and (two interviews outstanding – Paul Blacker and Rachel Peckham);
- two lay members – Penny Kharroubi (since the meeting Penny Kharroubi has decided to step down from the committee for personal reasons before the first meeting) and Amanda Wells;
- a BAAB representative, HL;
- a CHAC representative, Jonathan Pledger; and
- the Registrar, MW.
- Jasmine Uddin and Di Shimell (from the former education committee) have agreed to attend the first 2-3 PSRC meetings, for continuity purposes.

JD will be facilitating the committee and MS will be taking the PSRC minutes.

The BAcC will be issuing a short form contract to the committee members similar to the one that we use for the disciplinary panel members.

The first meeting will be on the 5 February 2019. JD and CC have yet to organise the other meetings.

Finance Risk and Audit Committee (FRAC) and Lay Treasurer

NR and PH will be the director members of the committee. A new Lay Treasurer, whose name is Richard Costella, has been recruited and appointed. Richard is based in Ealing and he has indicated that if we need him, he'll be accessible. Richard has membership body experience and was Head of Finance for Ealing District Council. He is a chartered accountant.

The Board formally approved Richard Costella's appointment as Lay Treasurer, subject to ratification by members at the AGM in September 2019.

PRN thanked RS for his hard work as Treasurer for 5.5 years.

FRAC has two practitioner members: Louise England and Karen Sennitt.

The FRAC meeting dates for 2019 are:

- 28 February 2019;
- 23 May 2019;
- 12 September 2019; and
- 14 November 2019.

All committee meeting dates are dictated by the GB meeting dates.

TW is waiting until the recruitment panel for the PSRC has confirmed the last two members of the committee before notifying the membership. TW will send an all members' email and may also publish an article in ACU listing the names of the committees, the members of the committees and the meeting dates.

7. Registrar's Report

TW read the Registrar's report to the board during the discussion of the CNM students' issue as part of the BAAB update in item 4 above.

The meeting then became closed for the remaining closed items on the Agenda.

Next Board meeting scheduled for Thursday March 21st at 10.30am, at 63 Jeddo Road.

The meeting was closed by **PRN** at 16:30 pm.

A handwritten signature in black ink, appearing to read 'Philip Rose-Neil', written in a cursive style.

Signed Philip Rose-Neil (Board chair)

Date: March 21st 2019