

ACC Board Meeting Wednesday 20 June 2018

Venue: Skype

(Meeting commenced at 10.00am)

**In attendance:** Sue Monckton-Rickett, Tony Ruddle, Phil Weare, Peter Barraclough, Fiona Sherburn (afternoon), Helen Vipan, Chris Williams, David Sinclair, Kathy Spooner.

**Apologies:** Richard Johnston, Marlene Forsythe-Gidharry.

**Title**

1. The meeting opened with 1 Corinthians 12 from the Message, and a prayer of St Teresa of Avila by SMR.
2. **Minutes of the previous meeting and matters arising not covered on the agenda version on SharePoint.**

The minutes of the previous meeting in April were approved with some amendments as below:

Minute 3 missed note. "On the basis of selection of counsellor members for random audit. TR to ask Image Plus code needs to include that the 10% sample will not include anyone who joined in the previous 12 months."

Minute 3.1 to 4: insert 'RAP proposals are'

Change to declaration under item 10 was made

Section 9: 'first **entrants** to programme would be in September 2018'

Section 5: amendment made to more accurately reflect meeting discussion.

Amendments carried out contemporaneously by TR.

Item 5: Surplus to Estimated surplus (see below)

3. **Standing items**

Conflict of Interest: SMR declared an interest in discussion on CEO, Chair and Director of Finance.

RAP: Annual Review of register: ACC has successfully passed its review and the register been renewed.

Risk register: PSA has updated its guidance and procedures. ACC's internal risk register to be reviewed at September Board meeting.

4. **Review of events – Mindfulness days**

Very positive feedback from delegates: some comments about the programme being full and fast-paced, and overall it was seen as a high-quality event. Speakers covered Mindfulness from a range of perspectives. In response to an offer at the conference, an overall total 15 people joined ACC/PCUK at the London and Leeds events.

5. **Director of Finance – report & GDPR Data protection report AGM & Annual Review**

Final accounts for year to 31 December 2017 were presented, with minor changes to the notes to the accounts. Board members approved these accounts.

ACC Board approved the signing of the Letter of Representation.

**Management accounts**

Estimated Surplus on Mindfulness Conference was £17,963.9 (*at the next board meeting this was amended to estimated surplus in answer to a question*). Suggestion we set aside £7,000 for the next such conference, and release £10,000 into ACC's general fund.

Predicted deficit for 2018 of £15,000 after taking into £10,000 account income from Mindfulness because we are not growing as we anticipated. The time lag from promotional work such as mindfulness to accepting new members is considerable.

At the end of the year, ACC will have its contingency of £45,000 and in addition, £13,000.

ACC predicts £25,000 income from the 2019 Conference.

**Cash position**

As at the end of May £28,581 above contingency.

**KPI report**

Shows 50 counsellor members in the UK, which is higher than expected – TR/SMR is working with Image Plus to resolve why the database is producing these figures.

The Board recorded its appreciation of everyone's effort, and those of SMR on finance.

**GDPR**

SMR spoke to her report. For the first time ever, a comprehensive view of non-members: 800 wanted to stay in contact with us. Need to audit contact list to remove any members. HB to do this by the end of June – expected to take about half a day.

6. **Director of Counselling proposals and report**

**Conference 2019**

Agreed to place a half-page advertisement for Conference 2019 in Therapy Today – for their September edition. Mention in advert a sentence along the lines of: 'If you become an ACC / PCUK member, you benefit from a discounted rate for Conference 2019, or other wording might be: Significant discounts for ACC membership – for enquiries contact.....'

Investigate an advert in Premier magazine, and in UKCP magazine. Costing and publication dates.

Advert to be created by Parallel – with the possibility of using this at different page sizes, and have a PDF at an emailable file size.

#### **ACC Interactive website**

Agreed to set aside time in September for JN and DC to make a presentation to the Board.

ACC Interactive would not be ACC's main website, and any development would be carried out on the goodwill of two individuals. The sustainable solution would need to be capable of being updated by the Head Office team.

PW requested and it was accepted that as part of the presentation, James and DC would need to give time to demonstrate how easy it is for the Word Press system to be updated.

After Board members viewing ACC Interactive online, there is the potential for a special online meeting in August to discuss the issues of ensuring that Board understands the Head Office resource that is necessary to maintain and service ACC Interactive.

#### **7. Director of Operations and Communications**

Discussion about ACC's engagement with social media. PW spoke to his paper, explaining that ACC could generate good content from standard items such as its Visions and Values statement, plus publicity for ACC's events and activities. However, as the aim is to raise the profile of ACC, this would be immeasurably enhanced if Board members fed through their content to Head Office to be turned into tweets and Facebook postings. On a pilot basis, PW to dedicate two hours a week. PW to develop a rota of Exec members to provide a week's worth of tweets and posts to ensure continuity of social media presence, without having to repeat material such as memes too often. To ensure that ACC is not accidentally embarrassed, a second pair of eyes needs to read social media posts before they are sent out.

FS encouraged Board members to take a strategic approach and when attending events, to think ahead, take a photo and send a message along the lines of 'I'm at .... conference, I've just picked up quite a lot of learning.'

SMR offered to send some tweets on the forthcoming AGM.

PW briefly talked to his report.

#### **8. Update on Chair appointment – CEO role and Director of Finance**

FS reported on the process undertaken to appoint a new chair. The panel had met and reviewed SMR's application and commended her for appointment due to her qualifications, experience and clarity of application. The Board agreed and SMR was appointed to become Chair when TR stands down at Conference 2019. The need for a Deputy Chair was noted and a similar process is to be undertaken to that of Chair.

Job descriptions for Director of Finance and CEO are being updated. The process to appoint a new Director of Finance for when SMR stands down is being implemented. The Board agreed to start advertising for a Finance Director (non-paid). The CEO post would be reviewed again in September in the light of financial restraints.

#### 9. **Director of Pastoral Care proposals and report**

DS spoke to his report.

Taste and See event in Swansea has been retimed for 15 September. TR has changed on the website.

DS spoke to his paper on the analysis of the ACC Membership Survey. There was a wide-ranging discussion on this important topic. Next steps: at meeting with CP, this document would be helpful for him to have sight of. Feedback to members via email – DS to write a summary report.

KS suggested we look at the survey results in the context of the SWOT analysis, and the growth/lack of growth. We are waiting for Premier to suggest dates for a meeting.

CP has agreed to a reduced rate for his services – we're waiting for possible dates from him.

#### 10. **MoU update**

Speakers house on 15/5/18 with Maria Miller chairing plus a Green Party and a Labour Party MP affirming gender diversity. Mike King, Chair of Royal College of Psychiatrists, said his organisation had not signed up to MOU2 because it was not inclusive enough of gender diversity and they have published their own supportive statement for gender diversity. This provided CJW opportunity to affirm our stance in ACC, adding the Christian Counsellors voice to 'valuing every person, regardless.' This was applauded by the chair in her closing remarks.

Main MOU on 30/5/18 – confirmed Igi Moon of BPS as Chair and CJW as Chair of Organisational Training Group. Minutes just published. Govt commissioned survey up to 1.5 million persons responded as LGBT.

Parliamentary launch on 4<sup>th</sup> July – invites to Chair, CJW, SMR, and KS. BPS wants to hold off public launch statement until the launch day.

Organisational Training Group – previous participants BPS, BACP, BPC, Pink Therapy, UKCP, ACC. CJW will need to contact and alert to date agreed for meeting on 1<sup>st</sup> August at BPS. Kathy offered at the last Board meeting to take notes. This forum should help us be at the forefront of our members' training as well as encourage other organisations to do so for themselves as well as work on the corporate work i.e. conferences etc.

#### 11. **Executive Chair matters**

At this time, our finances do not allow us to appoint a CEO for three days a week or more. Decided to review the situation at following meetings.

ACC will be attending the PSA's Accredited Registers Conference 2018 in June. Delegates will be TR, KS, DSh, PW and PP (an ACC assessor).

12. **AOB**

APSE is interested in developing mutually beneficial partnerships with ACC/PCUK. Debate that we would consider publishing their pastoral supervision training conferences in return for their advertising of ACC's Conference 2019.

At any one time, there would not be more than five adverts in the front page blocks of this type (ensuring ACC events were a priority). If there were more they would be found under events through the map of the UK in side panel of front page.

Decision to do this as a trial provided we get statistical information from APSE about the number of hits. APSE membership is 135. One suggestion was that a longer term aim is to explore APSE possibly becoming part of ACC.

If the ACC Interactive website is adopted, affiliates and partners could upload their own advertising for their training.

13. Date of next meetings:

12 September – Momus Boulevard. PW apologies given.

21 November – Skype

23 January 2019 – Momus Boulevard