

National Counselling and Psychotherapy Society  
& National Hypnotherapy Society  
SOCIETY COUNCIL MEETING  
30<sup>th</sup> November 2023 – 11am via Teams

**In Attendance:**

Liz McElligott (Societies Chair)

Jyles Robillard-Day (CEO)

Gerry Wilmore (Society Deputy Chair)

Camilla Hyland (Head of Membership Services)

Meg Moss (Head of Policy and Public Affairs)

Faye Blackwell (Head of Engagement & Development)

Kate Mahoney (Head of Training Services and Professional Standards)

Rachael King (Professional Conduct Officer)

Tina Russell (Lay Council Member)

Ted Sangster (Lay Council Member)

Harriet Mortimer (Lay Council Member)

Rob Kidd (Lay Council Member)

Nicola Semple (EA - Minutes)

**1 Apologies**

None

**2 Minutes of the last Council Meeting**

The minutes of the last Council Meeting held on 23<sup>rd</sup> March 2023 were agreed by the Council.

**3 Conflicts of Interest**

None

Liz officially opened the meeting and thanked everyone for their attendance.

**4 Report from CEO – Jyles Robillard-Day**

- 2023 was a year of consolidation, however we have been very busy, and the name is growing.
- In the new year Camilla will be moving to a new job role, Head of Operations and this will open up the Membership Services Lead role. A Compliance Officer will also be recruited to join the Membership



- A political monitoring company have been keeping us up to date with any news.

- Campaigns – We have been working on two campaigns; Adult Mental Health – Direct Access so people can access the counselling that they need and Access to Counselling for Children so the children can be met where they are. In 2024 we would be looking at a campaign for AI/Digital Therapy so the public can be educated on the benefits of having therapy with a human.
- Labour Conference went really well. We had an interactive game which encouraged people to come to our stand and engage with us.
- Research – Referral patterns. We have had a survey open since June and will close it soon in order to publish the data in the new year.
- A couple of questions were asked; how we can measure how successful our campaigns have been and mental health support Team research – what the best way is to use it to shape our dialogue. A few suggestions were given. Reaching out to the Royal College of GPs. Keep the messaging simple and tailored to your audience. Use human interest stories to put the policies into context.

## **7 Update from Head of Engagement and Development – Faye Blackwell**

- Eyes and ears on the ground, making connections.
- Our Organisational Membership has grown and bring value to the Society.
- A question was asked; how can we bring value and benefit to our Organisational Members? A couple of suggestions were made. Ask the Network a Question and quality assurance in having a relationship with the society, ie logos etc. It was asked if we do a “Hi” this is me and it was confirmed that we have a reconnect magazine going out in April which will be about the team and different members of the team are now writing the introduction to our magazines.

## **8 Update from the Professional Conduct Officer – Rachael King**

- Changes have been made to the process to ensure our members feel heard.
- The number of complaints has risen with the membership increasing. The majority of complaints are around boundaries and communication.
- It was asked if we make use of the complaint trends. It was advised that up until now we did not receive enough complaints to decipher any trends but now that we are receiving more, we can and feel this should be publicised, but we will need to look at how to manage this. Assessment Panel findings are put on the website if the complaint is upheld.

## **9 Update from the Head of Training Services and Professional Standards – Kate Mahoney**

- There has been a huge amount of growth this year.

Our training course recognition has increased

- There have been a significant number of complex applications.
- SCoPEd – we have been looking at how to support our Training Providers moving forward.

## **10 Communications update - delivered by CEO**

- Readers for our Counselling Matters magazine has doubled. We will look at better software in the new year which will give us better feedback stats.
- There has also been an increase with social media engagement.
- Collaboration with the team is great.
- Counselling CPD is going well, and we have worked with an Organisational Member on a course which worked well.
- Website – a lot of work has been completed for the changeover.

## **11 Any Other Business**

None

## **12 Date of Next Meeting**

We will be in touch to arrange a date for the next meeting.

Liz thanked everyone for attending today.

Jyles finished the meeting by thanking everyone for joining today and for the continued support.

If anyone does have any ideas or questions following the meeting, please feel free to email us.