

Chairman's Report 2020

The year from April 2019-April 2020 has been a really successful year for the NCH, and represents the closure of our final year of our first phase; rebuilding NCH foundations and structure with the final triumph; our new CECP (Code of Ethical Conduct and Performance) sitting proudly in place.

Membership numbers have been on a steady increase and while we are certainly the largest organisation we have ever been over the last five years, we may even boast the largest numbers of all time, reaching over two thousand members, which is terrific news as it gives us more ability to invest in the organisation becoming an ever stronger, leader of our profession.

Wherever we have been able, the NCH have supported members during the 2020 Coronavirus Pandemic, we have researched and created information on how to work online, for those of us who are unfamiliar with technology or haven't used this platform before, including how to manage sessions, and how to work safely and confidentially.

We have focussed on updating members as quickly as we can and as soon as we receive any guidance changes from Government, the hard work and endeavours of our team have brought members as clear guidance as possible. The information has been sent on email to all members, with further information on our website for members and the public alongside more comprehensive, in-depth documents on our WIKKI.

It has been a challenging time for all and we hope we have helped support members with their personal queries, thanks to Yvette Lowery and Karen Eels our admin, Sarah Whittaker our Ethics Director and special thanks to Sue Pitman for spending many, many hours interpreting and relaying Government guidance.

The NCH Website.

The website has been over three years in the making, from the logo design and colour-way branding, to the final, comprehensive clear and concise website boasting the NCH, The Home of Hypnotherapy.

We are proud to be NCH and our website reflects all that we had hoped. All the information within the website has been analysed and researched to give accurate and thorough information to the public, forensically checked that our definitions are current and up to date, with a huge wealth of NCH articles to search for members and the public alike. The search facility easier to navigate and with the introduction of new site and new SEO, we hope that members will see an increase of clients coming through the website in the future months.

The WIKKI is beginning to become a power house of information and much easier to read in its new form. Membership profiles easier to update, long gone is the 'Gravatar', now you can simply upload a jpeg, everything is planned to be simple and easy.

We will consider a second phase of website rebuilding; the membership side of the website, but at present the website functions beautifully, easily and smoothly, so the plan is to focus energies on SEO and PR. Logos relevant to our membership will be available shortly to replace the outdated membership seal and will be available for members to access on their profile page.

Social Media.

The NCH is pleased to announce the introduction of Marc Johnson soon to be Director of Public Relations.

The NCH facebook page boasts 2.5k followers and on the up, we have recently set up an Instagram page, NC4Hypnotherapy. Our next phase in development of the NCH is getting the word out; investing in our SEO for the site and posting regularly on social media, how Hypnotherapy is a wonderful tool for change- We *will* bring you in more clients.

CPD, Peer Groups, Journal.

The year 2019-20 has been gently improving, you'll notice we have begun sending our emails updating you of NCH CPD, whilst introducing the free facility to people offering great training courses. Peers groups are ongoing and you can find one close to you should you wish to engage

in peer support, many have gone online. The journal goes from strength to strength and the more we hear from members, the more we can write.

Finances.

It is with a heavy heart we say goodbye and thank you to Nick Wright our Finance Director after three long years of committed service and dedication, The NCH wishes Nick all the best. The NCH have taken on a new accountant, Chris Hitchcock, financial services to replace Exceed, Chris offers a more forensic service at a more competitive price, we look forward to working with him and his team in the future.

Usually finances run at steady pace in equilibrium. This year, the NCH finances have been affected by the 2019 conference and the substantial increase in RSM prices, but with the RSM representing the old NCH and being London-centric, we had planned to future face, hosting our dynamic conferences across the UK, keeping members happier and costs more manageable. However with the change due COVID19, online conferences and webinars may very well be in an NCH plan for the future.

The website investment has also been included in the 2019-2020 accounts, a necessary and timely outlay, we hope members agree and see the investment rewarding them with more contact from potential clients.