

Chair's Report 2021-22

The National Council for Hypnotherapy has embraced 2022 with determination and action. The finances have been stable and operations similar to the previous years. The NCH Board with the onset of Coronavirus began online meetings - rather than meetings every six weeks, opted for shorter, monthly online meetings- these seem to work well and could easily accommodate Directors who are parents or too far away to travel for a day to London. That said, it has been felt that the in person, lengthier meetings work better with regards to strategising, future proofing and pacing, so rather than task setting and meeting monthly actions online, the Board will look to create at least one meeting a year in person to consider the more strategic elements of the Professional Association.

On the back of the pandemic in 2021 we have been focused on consolidation and support. With the online conference and an increase in members we saw our turnover increase by 10% whilst maintaining our costs at a similar level to 2021. This has resulted in a surplus for the year of £2,000 an increase of £10,500. With careful prudence in place we have increased our members funds by 3% which will be worked into supporting the membership, via Directors and Officers.

The NCH has welcomed Lisa Wade, our new Director for Education, Lisa is working with the established Peer groups, and is bringing the new, Mentorship group to action: the work originally began with Jo Hand, our then, Director of Education, and will be executed in the Autumn. Creating a new project within the NCH can take a huge swathe of time and energy, that which Jo gave with gusto and Lisa is now following in the footsteps. We hope that newer members or members returning to practice after time out will come to appreciate and recognise this additional form of support when setting up in practice.

In January 2022 we said goodbye with grateful thanks to Lorraine McReight our Director of Development for investing seven hard years of service to the Board; establishing the Peer groups specifically. Lorraine was a key Director in bringing the Board outcomes to action, supporting the 'in person' conferences in many ways above and beyond her role.

We have welcomed the new support of Alan Henderson, our Public Relations Director. Alan you may already recognise him as he has hit the ground running by joining us and heading straight into introducing the conference and getting stuck in- already Alan has proved a valuable part of the team! The future under Alan's watch will bring podcasts and videos to the public- to greater improve the reach of the NCH and Hypnotherapy, more reach = more client enquiries.

In addition to Lisa and Alan we have welcomed Sophie Fletcher's return to Board - A second-timer! Most welcome indeed! It is wonderful having Sophie on Board, with her wisdom and her energy she will be Director of Membership Services already in her role Sophie has teamed up with Abbey Robb (our Comms Officer) to create an ongoing membership feedback form- so we have clearer insights into membership needs. Sophie will be looking into requests and making membership benefits even better than before.

Headed by Sue Pitman our Standards Officer, the NCH have investigated more complaints than in previous years- this increase appears to reflect the growing acceptance and use of Hypnotherapy by the public in general. Alongside the complaints the NCH has instigated the PPP twice in the year 2021-2022, in line with our core values and ethics of a PA and our CECP, ensuring that our members are recognised for being part of an organisation which demands competence and the appropriate level of ethical standards.

Following on from Board discussions and communications with NCH Schools and the NCFE the progress on the Supervision qualification, the SPD, is slow but steady, with the aim to send out the course to schools in the same way as the HPD is distributed, aligning more with the ethos of the NCH as a Professional Organisation rather than training centre. The NCH however, does intend to hold the "Risk Day" element as this will be in keeping with our ethics and remind the supervision in training practitioners of the NCH CECP and their remit pertaining to risk as Supervisors and Hypnotherapists.

The NCH are in ongoing discussions with the CNHC regarding online training and supporting our schools in the best way; When the world went non contact due to Coronavirus, NCH training schools moved their training from in person to online training, making huge changes in the execution of tuition, most NCH schools had adopted this form of training and HPD standards have stayed consistent. Earlier this year the CNHC have announced that training is expected to return back to in person, the NCH has adopted the new online simultaneous learning tuition as standards for online training has been met and results have remained robust. The NCH are aware that the CNHC is a Register for both hands on therapy as well as our Hypnotherapy and other talking therapies, so we hope to find some considered resolution moving forward.

The NCH Conference this year was hosted once again, online - having asked members whether an online or in person conference was preferable, the replies were equally in favour as against, so the Board concluded that an online conference would be both safer and more available and immediate to the Membership, plus with an uncertain climate and the potential for a financial loss it seemed more prudent to err on the side of caution. This has also enabled us to keep membership fees constant.

The Board have reviewed previous conferences over the years and concluded that to run a conference in person does create a brilliant energy but does generally prove costly for the NCH - (the finances have been disclosed over previous years, you can look at previous AGM reports), given that year on year under 5% of membership attend the conference, it is something that flags up to the Board that we could support selected organisations to run conferences with a reduced rate for NCH members and this can be the way forward for the NCH to look to host, smaller more intimate courses and CPDs that can meet both in person and online needs, hopefully reaching a greater number than 5% of the Membership.

The NCH have consistently been a part of UKCHO, culminating in Tracey Grist voted on as Chair of UKCHO in June 2020, after only a few months it became apparent that holding both roles of Chair for the NCH and Chair of UKCHO, potentially supplying the best of what the NCH had to offer, risked a disservice to the NCH and the membership. With that potential conflict in mind, Tracey Grist resigned the position of Chair of UKCHO. This highlighted the ethics and potential conflict therein of the NCH being an active member of UKCHO, by attending Board meetings and offering services and/or time, by giving the best the NCH had to offer, we could potentially disadvantage the NCH.

The structure of the NCH Board and our resources, (both paid and voluntary), creates a formidable and diverse team, with broad human resources and robust, not for profit, funding to allow this, the NCH has become an ethical strong-hold for the Hypnotherapy profession, all thanks to the hours and commitment the Directors and Officers give to make the running of the the NCH ship, considered and stable. Collaboration with UKCHO was not met with equal human and financial resources, (despite the commitment and ethos of its active Board Members), rendering the relationship potentially both untenable and unsustainable for the NCH.

The NCH Board have, since 2020, discussed UKCHO membership; how and in what capacity we can participate on their Board; what value we give to UKCHO being a member and what value it gives to the NCH; we have asked schools and enquired about the necessity to be a member, to be met with questions or surprise that we are still members -UKCHO was set up in the late 90's to give the CNHC a list of Hypnotherapy practitioners, and latterly to provide a non-political arena to discuss and implement changes in the Hypnotherapy profession. Whilst continuing our research, an oversight/error was made regarding our membership payment, it took us months to become aware that the payment had lapsed, giving us a 'natural' answer: We had not noticed the lapse, and consequently have not renewed our membership with UKCHO, when the NCH is called to be a member of UKCHO, and we can give our best without conflict, we will, of course, revisit this option.

Given the membership fee that was saved with being a member of UKCHO, the NCH have joined the RCCM- please do take a look at this organisation.

<https://www.rccm.org.uk/about-us/>

As an overview, the year 2021-22 has been stable, NCH processes are firmly in place, our CECP robust, relationships with the schools healthy, we are financially and organisationally steady, there is new growth in terms of the introduction of new Board members and this sets us in a good position for fresh ideas and perspectives, with that stability in place the NCH plans to invest in promotion of the forthcoming year, using our newest of Board skills, combining our robust ethics and quality Hypnotherapists with social media, public relations and all things promotion, it is a very exciting time to be a Hypnotherapist indeed.