

1 Introduction

Key events in August included the opening of the register to Reflexology on 24 August, a visit to University College London Hospital's complementary therapy unit and the University of Westminster, resolution of outstanding issues in relation to the registration of Nutritional Therapists, progressing action arising from the July Board meeting and preparing for committee meetings in September.

2 Governance

2.1 Committee activity

August has been a relatively quiet month for committee meetings, with only one committee - the Profession Specific Board (PSB) for Reflexology, which met for the first time on 7 August to discuss the arrangements for opening up the register to reflexologists. There has, however, been a great deal of activity relating to action arising from the July Board meeting, and preparations for meetings of the Professional Standards and Conduct and Competence Committees in September. There have also been a number of consultation documents on regulation matters requiring consideration and, in some cases, a response from CNHC.

2.2 Public accountability

Following the Board's discussions on openness and transparency in July, we have now made the minutes of the open session of the Board meeting available on the CNHC's website. We have also invited applications from those who wish to observe Board meetings. Up to three places will be available at meetings from October 2009 and further information is available on the website.

2.3 Professional accountability

- A visit to the complementary therapy unit at University College London Hospital took place on 12 August. This provided an excellent opportunity to see integrated healthcare in action.
- A meeting with the Nutritional Therapy PSB was held on 28 August to progress arrangements for the verification of Nutritional Therapists (NT) applicants for CNHC registration. We are content that through discussion and agreement the potential barriers to NT applicants have been removed
- Visit to the University of Westminster to explore routes and contacts into higher education

3 Public relations

Mandate's report for July 2009 is attached at Annex 1 to this report.

4 CNHC's Register

The register opened to Reflexology on 24 August 2009.

At the end of August there were 849 on the register and 64 applications pending. In addition there are c 281 potential registrants coming via the General Council of Massage Therapy's register, which will then close, and c250 from the Nutritional Therapy Council register, which closes at the end of September. There will also be nutritional therapists registering via other routes. Plans are in hand to publicise the CNHC's 1000th registrant as a significant landmark.

Work is still ongoing on improving the functionality of the register and making changes to the design, content and format of the CNHC website.

5 Staffing

Nothing new to report. Our new part-time Administrative Assistant started working with us in late July and the Board is due to review the interim arrangements for managing the work of the Chair, Chief Executive and Registrar and Business Manager at its next meeting in October.

6 Financial position

The management accounts to end July 2009 are attached at Annex 2 to this report. We are in the process of reviewing our registration income projections and finalising our revised budget for 2009 and 2010 and this will be available in our next report.

7 Conclusion

Registration numbers are still much lower than anticipated at this stage in the year (partly as a result of the difficulties we have had in sorting out verification procedures for Nutritional Therapy – now resolved). This will be reflected in our revised budget due to be finalised by end September.

██████████/Maggie Dunn
28 August 2009

PUBLIC RELATIONS REPORT

July 2009

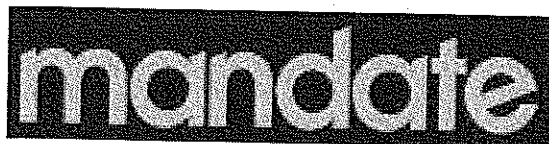
The logo for the Complementary & Natural Healthcare Council (CNHC) features the letters 'CNHC' in a bold, white, serif font, centered within a dark, rounded rectangular background.

Complementary & Natural
Healthcare Council

Prepared for:

Complementary & Natural Healthcare Council
83 Victoria Street
London
SW1H 0HW

By:

The logo for 'mandate' features the word in a bold, lowercase, sans-serif font, with a white outline, set against a dark, textured rectangular background.

July Activity

Results summary

Evaluation	Total for July	Total to date
Total pieces of coverage	1	20
Total OTS (opportunities to see)	2.2 million	33 million
Total equivalent PR value	£3,000	£103,452

- Mandate secured coverage for CNHC in the 'Healthy Tip of the Day' column of *The Daily Express*
- Discipline background documents for Massage Therapy, Nutritional Therapy, Reflexology and Aromatherapy were drafted
- Amendments were made to the media briefing document
- Further CAM Expo opportunities were discussed with CNHC – CNHC to liaise with PAs for joint opportunities
- Mandate hosted the CNHC board meeting on the 23rd July at the Engine office
- A proactive strategy document was also drafted following the monthly meeting in terms of generating news angles for the next six months
- Mandate secured interviews with *The Health Services Journal* and *Cobweb*
- An interview with *Passion for the Planet* was offered surrounding the AAMT visit however the opportunity was declined

Actions for August:

- A press release announcing the opening of the register to Reflexology to be drafted
- 1,000 registrant milestone press release to be drafted for September
- Mandate to contact each PSB before drafting further discipline background documents
- Investigation into further speaker opportunities for CNHC to be explored
- Mandate to profile practitioners in line with proactive strategy – CNHC to provide contact details

July 2009 Coverage

The Daily Express
July 2009
Circulation: 729,507
National


HEALTHY TIP OF THE DAY

How to find a trustworthy complimentary practitioner

With Dr Rosemary Leonard

At long last there is a way of sorting out the good from the cowboys in the complimentary healthcare maze. The Complementary and Natural healthcare council has now set up a new register of practitioners who meet certain standards of proficiency in their chosen field in order to be

registered practitioners must abide by a code of conduct, have professional indemnity insurance and have no criminal record. Therapies covered include yoga, Alexander technique, reflexology, nutritional and aromatherapy. Call 020 3178 2195 www.cnhc.org.uk





Complementary & Natural
Healthcare Council

Management Accounts to end July 2009

CONTENTS

CNHC Summary

Income

Expenditure 1

Expenditure 2

Balance sheet

Notes	Cumulative Variance	
Income - lower than Plan	-47,964	Application fees now being paid direct to PAs for verification.
Expenditure - Total under spend in the month	57,774	No costs for assessors since PAs are verifying applications. No costs for freelance support. Reduced costs for website/register and committee costs.
Net income/expenditure	9,810	Note: Budget review will minimise above variances
Committees held during month:		
Board 23.7.09		
Finance 7.7.09		
Balance Sheet		
<i>Cash</i>		
6 month deposit matures 28.10.09	100,000	
Current Account Balance	29,182	
Accruals		
Balance carried forward 1.1.09	3,621	
Committee members unclaimed Fees and Travel	6,007	

**CNHC
Financial results
July 2009**

	Current Month			Year to date		
	Plan	Results	Variance	Plan	Results	Variance
Income						
Application Fees	14596	775	-13821	64044	12585	-51459
Registration Fees - On Line	0	1600	1600	1840	5305	3465
Renewal Fees	0	0	0	0		0
DOH	0	0	0	502796	502796	0
Interest	0	0	0	302	332	30
Subtotal	14596	2375	-12221	568982	521018	-47964
Expenditure						
Professional support / Activities	18583	10402	8181	167047	132230	34817
Office costs	17355	19291	-1936	202022	198565	3457
Governance costs						
Board	4980	1102	3878	92223	74338	17885
Functional committees	387	407	-20	11488	7705	3783
PSBs	0	2168	-2168	2259	4427	-2168
Professional advisory panels						
Sub total	41305	33370	7935	475039	417265	57774
Net Income/ (expenditure)	-26709	-30995	-4286	93943	103753	9810

CNHC
Financial results

July 2009	Current Month			Year to date		
	Plan	Results	Variance	Plan	Results	Variance
Professional support / Activities						
Project Manager		0	0	15375	15375	0
Administrator		626	-626	15148	16494	-1346
CEO	6000	0	6000	48526	24526	24000
Co Chairs		5636	-5636	8788	27624	-18836
Finance Manager	1300	1248	52	8952	8792	160
Business Manager	4200	0	4200	34455	21868	12587
Admin Assistant	3000	2204	796	18721	15587	3134
Assessors/Other Fees & Venue Hire	1667	0	1667	7418	1276	6142
Staff Training & Development	333	0	333	1332		1332
Freelance Support	2083	688	1395	8332	688	7644
Total	18583	10402	8181	167047	132230	34817
Office costs						
Serviced offices	3700	3672	28	31139	31004	135
Recruitment of permanent staff		0	0	9112	9129	-17
Specialist consultancy -	1000	4898	-3898	10467	21302	-10835
Legal & professional b/fwd		35	-35	1685	1645	40
Website/Register - Imaginit	6000	4400	1600	75120	61844	13276
IT support -	220	217	3	8455	8443	12
Periodicals Journals & Prof M'ship	200	0	200	800	300	500
Marketing - Mandate	5000	5323	-323	24081	23828	253
Travel	420	377	43	4586	4519	67
Telephone	400	126	274	2160	1130	1030
Printing		0	0	8272	11299	-3027
Postage	100	62	38	636	347	289
Stationery	250	27	223	2099	1727	372
Insurance	65	77	-12	1820	1767	53
Corporate branding		0	0	5053	5053	0
Office Equipment		0	0	16369	14369	2000
Staff training & development		0	0	0		0
Bank charges		77	-77	168	859	-691
Total	17355	19291	-1936	202022	198565	3457

CNHC
Financial results

July 2009	Current Month			Year to date		
	Plan	Results	Variance	Plan	Results	Variance
Governance costs						
Co-chair MW	500	0	500	12850	10850	2000
Co-chair MD	500	0	500	12850	10850	2000
Attendance fee	2280	900	1380	22343	15137	7206
Ad hoc work eg External Meetings	100	0	100	2775	2375	400
Venue hire	400	0	400	4437	4065	372
Catering, etc	200	0	200	800		800
Travel and accommodation (re attendance)	1000	202	798	8358	3843	4515
Auditors						
Solicitors		0	0	21000	20708	292
Venue, catering and marketing-Launch		0	0	6810	6510	300
Total	4980	1102	3878	92223	74338	17885
Committees						
Conduct & Competance		20	-20	7853	2192	5661
Professional Standards		0	0	1679	3480	-1801
Complaints		0	0	0		0
Finance	387	387	0	1956	2033	-77
Total	387	407	-20	11488	7705	3783
PSBs						
Joint PSB Meetings		1220	-1220	-	1,220	-1220
Massage therapy	-	174	-174	580	754	-174
Nutrition	-	0	0	316	316	0
Alexander technique	-	0	0	-		0
Bowen technique	-	0	0	-		0
Cranial therapy	-	0	0	-		0
Naturopathy	-	0	0	-		0
Shiatsu	-	581	-581	-	581	-581
Yoga		193	-193	460	653	-193
Aromatherapy	-	0	0	903	903	0
Reflexology	-	0	0	-		0
Homeopathy	-	0	0	-		0
Reiki	-	0	0	-		0
Total	-	2,168	- 2,168	2,259	4,427	- 2,168

**Complementary and Natural Healthcare Council
Balance Sheet**

July 2009

Fixed assets

Equipment

£0

Current assets

Prepayments

£6,324

Cash at bank

£129,183

£135,507

Creditors: due within one year

Accruals

£9,628

Creditors: Short Term

£19,469

HMRC

£2,657

Pension

£0

£31,754

Net current assets

£103,753

Net assets

£103,753

Reserves

£103,753

£0

PUBLIC RELATIONS REPORT

August 2009



Complementary & Natural
Healthcare Council

Prepared for:

Complementary & Natural Healthcare Council

83 Victoria Street

London

SW1H 0HW

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August Activity

1. Reflexology press release

Mandate drafted a press release announcing the opening of the register to reflexology and, on 21st August, issued it to all of the national newspaper news, features and health desks; almost 200 websites; all national BBC broadcast stations; all regional print, radio and television.

Since then, Mandate has been following up with titles/broadcasters including the press association, all the national BBC radio stations and national newspapers who have indicated they would like a reflexologist case study or do not feel it is newsworthy enough.

To source case studies, Mandate has liaised with PSB contacts [REDACTED] and [REDACTED] who have confirmed they will forward suitable practitioner names as soon as they can however due to a delay in the PAs informing practitioners about the opening of the register, information on applicants is not expected until w/c 31st August at the earliest.

Mandate received an enquiry from Heart FM in Colchester requesting an interview with a local reflexologist. [REDACTED] is trying to source a practitioner and will forward after the August bank holiday subject to suitable case studies.

Coverage:

- Medicalnewstoday.com – health and medical news website with more than 2 million unique visitors
- Medilexicon.com – a health and medical website
- abc-of-yoga.com – a website for practitioners and users of yoga
- Massagemag.com – a website about massage for members of the public and those practising massage
- Hot brands, Cool places – a news website with up-to-date consumer information

Interestingly, there has been quite a bit of Twitter activity with both *Holistic Health News* and *Massagemag* 'tweeting' about the story. This means that all of the followers for these two profiles will have seen our news story so will have reached not only potential consumers but practitioners as well.

2. Speaker opportunities

A number of member organisations and professional associations have been contacted to explore speaker opportunities for Maggie Dunn and Maggy Wallace to represent the CNHC and talk about voluntary regulation.

PAs contacted include: ISRM, MTI, NAMMT, AHBMT, ICNM, IFPA, AAPA, IHAF, APNT, AoR and Centre for Clinical Reflexology. Three associations have responded so far:

- AHBMT – [REDACTED], Chair, has asked for MD/MW to speak at AGM on 3rd October to which MD has confirmed
- MTI - [REDACTED] responded saying that there are no opportunities at the moment but will keep us advised
- IFPA – [REDACTED] responded advising Mandate that she has forwarded information to [REDACTED], Chair, for consideration. Mandate to follow up.

There are also a number of established events which Mandate has contacted to explore opportunities:

- Mind body soul – three voicemails left for organiser to determine availability and source general information. Mandate to follow-up again w/c 7th September
- Autumn Complementary Medicine Festival – upon talking more with organiser, Mandate discovered the event focuses more on spiritual healing as opposed to complementary disciplines and advises CNHC not to pursue the opportunity
- Complementary and Alternative Medicine in Education Conference – the organiser has been contacted again by Mandate as there appear to be two speaker opportunities available. Mandate to forward all details to CNHC upon response from event organiser
- National Care Association's Annual Conference and Exhibition - Mandate liaised with organiser who is to forward information about previous events by 4th September

3. Case studies

In order to raise awareness amongst both practitioners and the wider public, Mandate is looking for case studies and in August contacted the following people to source suitable practitioners:

• Aromatherapy:

- [REDACTED] – no response to date
- [REDACTED] – responded on 26th August advising that she does not know of any colleagues who have applied to the register but is happy to be a case study herself. Mandate to follow up
- [REDACTED] – no response to date

• Massage therapy:

- [REDACTED] – Mandate spoke with [REDACTED] who has confirmed both she and her patient will be a case study for the Manchester region. Mandate to forward a

press release to [REDACTED] for further information and follow-up with a call on 3rd September, with a view to selling-in the case study to press on 4th September

- [REDACTED] – provided two case studies which have both been contacted: [REDACTED] has confirmed she will call Mandate back whilst [REDACTED] is on holiday until w/c 7th September.
- [REDACTED] – no response to date
- [REDACTED] – responded on 26th August confirming that both himself and colleague [REDACTED] are willing case studies. Mandate followed-up to be told that [REDACTED] is on holiday until 7th September and [REDACTED] declined to participate
- [REDACTED] – no response to date

- **Reflexology:**

- [REDACTED] and [REDACTED] – both are forwarding contacts w/c 31st August

- **Shiatsu:**

- [REDACTED] – responded on 31st August to confirm he had forwarded request to college admin manager
- [REDACTED] – no response to date
- [REDACTED] – no response to date
- [REDACTED] – no response to date

- **Yoga therapy:**

- [REDACTED] and [REDACTED] – both are liaising with Mandate w/c 7th September

4. Media briefing document

Mandate made final amends to the media briefing document and supplied to CNHC in pdf format for distribution to PAs.

5. Discipline backgrounders

The massage therapy, nutritional therapy, aromatherapy and reflexology discipline backgrounders were finalised and forwarded to CNHC. CNHC is to forward each document to relevant PAs for input.

Mandate contacted [REDACTED] for input to yoga therapy and [REDACTED] for shiatsu:

- [REDACTED] responded to the request via email on 26th August whilst on holiday confirming both herself and her colleague [REDACTED] would respond by 7th September.

- Carol Dean is yet to respond

6. Events

██████████ was contacted by Mandate in regards to CAM Expo. Mandate was advised by one of ██████████ colleagues that she is on holiday until w/c 7th September.

7. Other activity

Following discussion at the monthly meeting, Mandate contacted ██████████ about targeting the hospice movement and telephoned the media department for Help the Hospices to enquire about newsletter and speaker opportunities. Follow up email sent and currently awaiting for feedback from the press and communications team.

Media coverage summary

Total coverage for CNHC since May 2009: **25 pieces**

Actions for September

- Follow up with all PSBs for case studies
- Follow up with case studies
- Draft case study press release
- Sell-in case studies to media
- Continue media liaison for reflexology – following up with additional titles
- Follow-up with PAs and events for speaker opportunities
- Draft yoga therapy and shiatsu background documents



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