

1 Introduction

Key events in September included meetings of the Conduct and Competence and Professional Standards Committees, training for CCC and Profession Specific Board (PSB) members on conduct and competence procedures, and meetings with the Nursing and Midwifery Council (NMC), the Aromatherapy Council, Bowen representatives and representatives from Yoga Professional Associations (PAs).

2 Governance

2.1 Committee activity

The Conduct and Competence Committee met on 15 September. The Committee discussed press and media access to hearings and agreed recommendations to the Board on the timescale for publicising cases being heard by a conduct and competence panel and the information to be released at different stages of the process. The committee also agreed its objectives for CNHC's 2010 Business Plan and discussed the use of testimonials by practitioners.

Training on the conduct and competence procedures took place on the afternoon of 15 September for members of the conduct and Competence Committee and members of the PSBs for Massage Therapy, Nutritional Therapy, Aromatherapy, Yoga, Shiatsu and Reflexology. The training was led by the Executive Chair, Chief Executive and Registrar and staff from CNHC's legal team at Kingsley Napley.

A meeting of the Professional Standards Committee took place on 22 September. The Committee agreed to recommend to the Board that the register be opened to sports therapists who meet the national occupational standards (NOS) for this discipline. The meeting also considered its objectives for 2010 and its work programme and agreed that priority should be given in 2010 to agreeing criteria for professions wishing to register with CNHC who do not have agreed NOS. In parallel with this work a PSC sub group will meet to consider the various aspects of audit which will underpin the work of the PSC.

A small group met in September to further develop the proposals for appointing new Board members. A ballot of Board members will take place at the October meeting to identify which members will stand down, which members will be confirmed in post for a further year and which members will be confirmed for two further years. The Board vacancies will be advertised in November and interviews will take place in December in order for new Board members to take up their appointment from January onwards.

2.2 Public accountability

We have been dealing with requests for observer places at future Board meetings, starting with the October meeting.

2.3 Professional accountability

- A meeting with Bowen representatives was held on 11 September
- Representatives from the Yoga PAs met with the Chief Executive on 17 September.
- The Chief Executive met with members of the Aromatherapy Council on 10 September
- The Executive Chair and Chief Executive met with representatives from the NMC on 11 September. As a result of this meeting, and in recognition of the fact that a

significant number of nurses and midwives practice complementary healthcare, it has been agreed that a Memorandum of Understanding will be drawn up between NMC and CNHC.

3 Public relations

Mandate's reports for August and September 2009 are attached at Annexes 1 and 2 to this report.

A media briefing document was published in September and work is currently being undertaken to develop profiles of the different disciplines registered with CNHC. These will be available on CNHC's website in due course.

4 CNHC's Register

A quarterly report on registration numbers, the schedule for opening up the register to new disciplines, registration numbers and fee income projections was prepared for the consideration of the Finance Committee and Board in October 2009. This includes a detailed analysis of the issues and events which have impacted on numbers and the timescale for opening up the register to new disciplines. The report indicated that £1,033 practitioners were registered and 370 were in the process of being registered. An additional 400 individuals are due to be transferred from the Nutritional Therapy Council over the next 2-3 months and 188 practitioners are due to be transferred from the General Council for Massage Therapy, although they may choose not to register.

The assumptions underlying the projected registration numbers and fee income were revised in August 2009 and updated figures were incorporated into the quarterly report on registration numbers above and into the revised budget for 2009 and 2010 (see paragraph b below). These figures will continue to be revisited and revised in the light of ongoing experience.

5 Staffing

The interim arrangements for managing the work of the Chair, Chief Executive and Registrar and Business Manager are due to be considered by the Board at its next meeting in October.

6 Financial position

The management accounts to end August 2009 are attached at Annex 3 to this report. A revised budget for 2009 and 2010 was prepared for consideration by the Finance Committee in October.

7 Conclusion

Registration numbers have been rising more quickly over the past two months and it now appears that the Department of Health target of 2,000 registrants will be met by end October or early November (depending on how quickly the NTC is able to deal with applications for registration with NTC which will be transferred over to CNHC once they have been verified). The assumptions underlying the registration number and income projections have been revisited and are now reflected in the budget for 2010.

■/MD/MW/13 October 2009

PUBLIC RELATIONS REPORT

August 2009



Prepared for:

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

By:



60 Great Portland Street, London, W1W 7RT

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.
- [REDACTED] is yet to respond

6. Events

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

7. Other activity

Following discussion at the monthly meeting, Mandate contacted [REDACTED] 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

PUBLIC RELATIONS REPORT

September 2009



Complementary & Natural
Healthcare Council

Prepared for:

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

By:



60 Great Portland Street, London, W1W 7RT

September Activity

1. Coverage

An article in T2 section of *The Times* (24th September) discussing misconduct and urging people to ensure practitioners are registered, included a quote from Maggie Dunn, information about the Register and the CNHC contact details.

Further coverage detailing the opening of the register to reflexology practitioners also appeared in *Health Food Business* magazine and *The Woodley and Earley Chronicle*.

2. Speaker opportunities

Following an initial call/email in August, Mandate has been following up with member organisations and professional associations to explore speaker opportunities for Maggie Dunn and Maggy Wallace

Response since August includes.

- NAMMT – CNHC invited to AGM on 13th September. Declined due to location and number of anticipated attendees
- AoR – Maggy Wallace agreed to attend a schools meeting on 14th October
- IFPA – [REDACTED], Chair advised that there are currently no opportunities but would keep CNHC in mind for future possibilities

Mandate has followed up again with ISRM, ICNM, AAPA, IHAF, APNT and Centre for Clinical Reflexology who are still not responding.

3. Events

Established events identified in August, have been followed up with to explore opportunities:

- Mind body soul – Mandate was asked to hold off talking to CTHA in regards to speaker time at the event due to an article printed in *Embody* magazine. MD confirmed on 1st October for Mandate to proceed.
- 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 forwarded an invitation to speak on 22nd October which was declined by MW and MD due to a scheduled board meeting.

- National Care Association's Annual Conference and Exhibition – organisers confirmed no speaker opportunities are available but have forwarded information about stand space which mandate has sent to MD/MW.

3. Case studies

In order to raise awareness amongst both practitioners and the wider public, Mandate continues to look for case studies and in September followed up with PSBs contacted in September to source suitable practitioners, as well as directly liaising with suggested practitioners.

Four press releases have been drafted, two case studies are to be written up and four case studies to be contacted for information

- **Aromatherapy:**

- [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 followed up and is awaiting information from [REDACTED].
- No response to date from [REDACTED] and [REDACTED]

- **Massage therapy:**

- [REDACTED] – Mandate drafted a press release announcing [REDACTED] as the first practitioner in her area (Greater Manchester) to be accepted to the register. The press release has been sold into 35 different regional titles. [REDACTED] conducted an interview with *Rossendale Free Press* with coverage expected in October. Other interested titles include the *Manchester Evening News* and *Bury Times* – Mandate to follow-up
- [REDACTED], a contact forwarded by [REDACTED] was contacted and a press release was drafted – with CNHC for approval
- [REDACTED], a contact forwarded by [REDACTED] was contacted and a press release was drafted – with CNHC for approval
- [REDACTED], a contact forwarded by [REDACTED] was contacted and information supplied – Mandate to draft press release in October.
- [REDACTED] – Mandate to draft press release in October.
- No response to date from [REDACTED] or [REDACTED]

- **Reflexology:**

- [REDACTED] and [REDACTED] – mandate is still awaiting case study recommendations

- **Shiatsu:**

- [REDACTED] – our request was forwarded to [REDACTED] who has put himself forward as a case study as well as suggesting two others, [REDACTED] and [REDACTED].
- A press release about [REDACTED], highlighting that he supports the Register and is waiting for it to open to shiatsu was drafted and forwarded to CNHC for approval. Mandate to sell-in to regional media in October.
- [REDACTED] from the British School of Shiatsu-Do forwarded the contact details for [REDACTED] and [REDACTED] who are happy to be profiled – Mandate to contact in October
- [REDACTED] confirmed he is sourcing case studies
- No response to date from [REDACTED] or [REDACTED]

- **Yoga therapy:**

- Mandate liaised with [REDACTED] who confirmed on 24th September that she is sourcing suitable practitioners

4. Discipline backgrounders

The yoga therapy and shiatsu media backgrounders have been drafted and forwarded to CNHC for comment following input from [REDACTED] and [REDACTED]. Both approved.

The PSBs for massage therapy, nutritional therapy, aromatherapy and reflexology have all been chased for input to their respective documents. Mandate has received a response from some of the contacts namely: [REDACTED]
[REDACTED].

The comments have been forwarded to CNHC for final approval of the documents.

5. Other activity

- Following recommendations by [REDACTED], Mandate contacted the Help for Hospices communications team and was advised by [REDACTED] to forward more information which would be disseminated to the wider regional network. Maggy Wallace has also written to the chief executive.

- Both *Which?* and *Consumer Direct* have been contacted and information has been sent over about the CNHC. Mandate to follow up in October regarding possible editorial opportunities.

Media coverage summary

Total coverage for CNHC since May 2009: **28 pieces**

Actions for October

- Follow up with case studies
- Sell-in case studies to media
- Draft outstanding case study releases
- Draft a press release announcing the register opening to shiatsu
- Draft a press release announcing the register opening to yoga therapy
- Draft a press release announcing 1,000th registrant
- Liaise with media for a briefing ahead of register opening to two further disciplines



Complementary & Natural
Healthcare Council

Report to Department of Health September 2009

Annex 3

Management Accounts to end August 2009

CNHC Summary August 2009	Budget for year (updated Sept 09) 2008&2009	Current Month			Year to date			Notes
		Plan	Results	Variance	Plan	Results	Variance	
Income								
Application Fees		4,538	430	-4,108	0	13,015	13,015	(1)
Registration and Application Fees	49,364	0	1,545	1,545	18,728	6,850	-11,878	
Renewal Fees	0	0	0	0	0	0	0	
DOH	702,796	0	0	0	502,796	502,796	0	
Interest	183	0	0	0	183	332	149	
Subtotal	752,343	4,538	1,975	-2,563	521,707	522,993	1,286	(2)
Expenditure								
Staff	193,824	8,009	10,436	-2,427	163,790	142,666	21,124	
Professional support / Activities	5,794	483	0	483	3,863	0	3,863	
Office costs	367,435	24,876	15,864	8,345	267,935	214,429	53,506	
Governance costs	100,394	4,800	-4,490	12,003	81,194	81,980	-786	(3)
Sub total	667,447	38,168	21,810	18,404	516,782	439,075	77,707	(4)
Net Income/ (expenditure)	84,896	-33,630	-19,835	15,841	4,925	83,918	78,993	

(1) Code to be deleted as application fee no longer relevant. Income to be credited to registration and applications fee code below

(2) Fee income projections adjusted downwards in August and now more closely match actual income in year to date. However income for current month still £2,500 lower than projected. Income projections are due to be reviewed again in November.

(3) August committee meetings: Reflexology PSB meeting on 7.7.09

(4) Budget for expenditure was adjusted downwards to reflect actuals in Aug/Sept, but figures for end August indicate that there may be scope for further adjustment downwards.

CNHC Expenditure breakdown	Current Month			Year to date			Notes
	Plan	Results	Variance	Plan	Results	Variance	
August 2009							
Staff							
Project Manager [REDACTED]	0	0	0	15,375	15,375	0	
Administrator [REDACTED]	500	0	500	16,579	16,494	85	
CEO [REDACTED]	0	0	0	44,278	24,526	19,752	(1)
Co Chairs	3,046	5,640	-2,594	24,367	33,264	-8,897	(2)
Finance Manager	1,311	1,247	64	10,487	10,039	448	
Business Manager	0	0	0	27,387	21,868	5,519	
Admin Officer	2,269	2,204	65	18,150	17,791	359	
Admin Assistant	883		883	7,067		7,067	(3)
Assessors/Other Fees & Venue Hire	0	186	-186	0	1,462	-1,462	(4)
Staff Training & Development	see below			see below			
Freelance Support	0	1,159	-1,159	100	1,847	-1,747	
Total	8,009	10,436	-2,427	163,790	142,666	21,124	
Professional support/Activities							
Total	483	0	483	3,863	0	3,863	
Office costs							
Serviced offices	3,708	3,671	37	34,911	34,675	236	
Recruitment of permanent staff	833	0	833	15,778	9,129	6,649	
Specialist consultancy [REDACTED]	3,750	4,255	-505	31,706	25,557	6,149	
Auditors	667			5,333			(5)
Legal & professional b/fwd	2,500	477	2,023	21,485	2,122	19,363	(6)
Website/Register - Imaginit	2,500	0	2,500	54,825	61,844	-7,019	
IT support - Iris/Phoenix	667	184	483	8,385	8,627	-242	
Periodicals Journals & Prof M'ship	167	0	167	1,333	300	1,033	
Marketing - JCT/Mandate	4,000	4,792	-792	36,081	27,217	8,864	
Marketing - Press Advertising/Other	833	0	833	6,667	1,403	5,264	
Travel	417	463	-46	4,734	4,982	-248	

Telephone	167	108	59	1,776	1,238	538	(7)
Printing - Door22/other	1,167	0	1,167	10,172	7,072	3,100	
Printing - Fever	0	0	0	0	4,227	-4,227	
Postage	125	94	31	1,216	441	775	
Stationery	250	1,012	-762	2,117	2,739	-622	
Insurance	250	65	185	3,338	1,832	1,506	
Corporate branding/Fever	1,250	0	1,250	15,053	5,053	10,000	
Office Equipment	1,417	631	786	11,333	15,000	-3,667	
Staff training & development	83	0	83	667		667	
Bank charges	125	112	13	1,025	971	54	
Total	24,876	15,864	8,345	267,935	214,429	48,173	
Governance costs							
Co-chair MW	83	0	83	21,367	10,850	10,517	(8)
Co-chair MD		0	0		10,850	-10,850	
Attendance fees	2,667	-1,050	3,717	31,483	14,087	17,396	(9)
Ad hoc work eg External Meetings	125	0	125	3,375	2,375	1,000	
Venue hire and catering etc	646	-200	846	5,407	3,865	1,542	
Catering, etc		0	0	0		0	
Travel and accommodation (re attendance)	1,029	-360	1,389	10,526	3,483	7,043	(10)
Auditors	0			0			
Solicitors	0	0	0	0	20,708	-20,708	(11)
Venue, catering and marketing-Launch and special events	83	0	83	7,177	6,510	667	
Recruitment and induction costs	167			1,333			(12)
Other Committees (attendance, venue, catering)				526			
Total	4,800	-1,610	6,243	81,194	72,728	6,607	
Committees							
Total	0	-2,794	2,794	0	4,911	6,577	(13)
PSBs							
Total	0	-86	86	0	4,341	-2,082	(14)

- (1) MD's costs from June to be transferred to CEO
- (2) see above
- (3) Admin Asst currently on temporary contract charged to freelance code
- (4) Expenses to be moved to venue hire & ad hoc costs in corporate governance
- (5) New cost code to be added
- (6) To be merged with solicitors expenses in corporate governance
- (7) To be merged with printing costs above
- (8) To be combined with costs above into Co-Chairs Honoraria
- (9) To be combined with costs above in Venue Hire
- (10) To be deleted. Costs to be charged to Auditors in Office costs
- (11) To be deleted. Costs to be charged to Legal fees in Office costs
- (12) Budget for 2008 only.
- (13) Costs to be transferred to Attendance, Venue hire and Travel above
- (14) Costs to be transferred to Attendance, Venue hire and Travel above

CNHC

**Balance Sheet
August 2009**

Fixed assets		
Equipment		£0
Current assets		
Prepayments	£6,324	
Cash at bank	£101,951	
		£108,275
Creditors: due within one year		
Accruals	£3,908	
Creditors: Short Term	£17,792	
HMRC	£2,657	
Pension	£0	
		£24,357
Net current assets		£83,918
Net assets		£83,918
Reserves		£83,918
		£0

Notes	
Balance Sheet	
<i>Cash</i>	
6 month deposit matures 28.10.09	100,000
Current Account Balance	1,951
Accruals	
Balance carried forward 1.1.09	3,638
Committee members unclaimed Fees and Travel	270