



## Cheltenham Pilot Forum Findings 31 July 2017

<p><b>Timings/Date/Days</b></p> <p>Discussion around what time and dates best suit therapists for further meetings after some therapists keen to join this forum were unable to attend during the day on a Monday as they still work.</p>	<ul style="list-style-type: none"> <li>• Suggestions that meetings held either early for breakfast meets could work as most therapists only begin work a little later.</li> <li>• Alternatively early evening meetings after work.</li> <li>• Mobile therapists advised that considering even earlier notice for meetings could ensure time was booked out in their schedules well in advance.</li> </ul>
<p><b>Benefits</b></p> <p>List of all present 'Benefits by BABTAC' were given out and feedback requested on use of these presently.</p>	<ul style="list-style-type: none"> <li>• Some were unaware and surprised of exactly how many options there were on our 'Benefits by BABTAC' scheme even though quite comprehensive promotion is done on these on an ongoing basis.</li> <li>• A suggestion made to include a company that could offer Marketing &amp; Website Advice – we did mention that our marketing department are always happy to help with what advice where we can and we also have a library of tools and templates and business advice articles online, and in our VITALITY magazines to help our members too.</li> </ul>
<p><b>Loyalty Scheme</b></p> <p>We offered some feedback on where we are presently with regards to introducing a loyalty scheme and how we ultimately see the scheme once fully operational.</p>	<ul style="list-style-type: none"> <li>• Everyone was in agreement that a loyalty scheme would be a very good idea.</li> <li>• We advised that there will probably be a phased approach to bringing in this scheme to first include discounts and ultimately, within our partnership programme in place (see info under Partnerships &amp; Experts) the loyalty scheme could extend to offer levels of partnership discounts based on the number of consecutive years our members have been with us.</li> </ul>

<p><b>VITALITY</b></p> <p>We requested reactions to what everyone thought of our new look VITALTY and requested feedback on what other Features and Regulars members would like to see.</p>	<ul style="list-style-type: none"> <li>• The feedback on our new 'Look &amp; Feel' relaunched VITALITY this year has been very positive and this was echoed at the meeting.</li> <li>• We made a request to members to consider any other features they would like us to do or any Regulars that should be included. – some ideas from members included more on transgender treatments, healing products, ongoing apprentice standards for Salon Owners and ongoing updates on the JCCP and the implications to members.</li> <li>• A request was made by a member that further consideration could be given to this after the meeting too and further feedback emailed back to us too.</li> </ul>
<p><b>Awards/Conference</b></p> <p>We want to assess the validity of or annual awards and research the feasibility of hosting a conference going forward.</p>	<ul style="list-style-type: none"> <li>• It was agreed and proven that winning a BABTAC &amp; CIBTAC Awards definitely benefits the Salon/Therapist and there is extensive proof that it has made their businesses more successful.</li> <li>• The entry &amp; assessment processes and how to further improve these and increase entries were discussed. Some members feel that there is a divide between those therapists who did more rigorous qualifications and are more driven by their vocation to help people holistically across a multitude of practices while many modern therapists are driven by money and doing the quickest (and cheapest) courses to gain expertise in just one practice leading to unlevel playing fields.</li> <li>• There was very positive interest in hosting a conference and members felt it would be well supported if the focus and speakers were relevant.</li> </ul>
<p><b>Website</b></p> <p>We wanted to know how much our members used the website and if there was anything that needed improvement/adding</p>	<ul style="list-style-type: none"> <li>• We advised that we are presently doing a systematic review of the website and a meeting is taking place on 3<sup>rd</sup> August with our web designers to sort some system issues and hopefully further improve the usability for our members.</li> <li>• Mixed reactions from members regarding the use of the website, some use the website a great deal and seem to get maximum benefit out of what it has to offer in terms of benefits, tools &amp; templates, blogs, renewing online, update personal details etc. Some do not use the website at all, way preferring to speak directly to the office.</li> <li>• A member suggested considering YouTube as another communication tool for members (especially with a focus on students and younger therapists).</li> <li>• Members particularly like the BLOG and find topics covered informative and helpful but also suggested adding further collateral &amp; materials (e.g. expert advice &amp; tips, career flow charts).</li> </ul>

<p><b>Insurance</b></p> <p>We asked for an assessment of the insurance package they have and offer any feedback they wished to give</p>	<ul style="list-style-type: none"> <li>• The members present were satisfied with their cover and the process to insure with us.</li> <li>• There was a discussion around auto-renewals as an option and there was a positive response to this as an option in the future – provided warning and notice would still be provided.</li> </ul>
<p><b>Partnerships &amp; Experts</b></p> <p>An update on our partnership program and strategy going forward was given with</p>	<ul style="list-style-type: none"> <li>• BABTAC is presently on a major partnership drive to ensure we have both relevant experts for our Expert Panel (to provide expert advice to our members across all relevant fields) and to acquire ‘industry specific benefits’.</li> <li>• Separate focus on collaboration with other Industry Organisations for benefit of Industry at large.</li> <li>• This process is well underway and ongoing and communication of these will be done in due course and concurrently.</li> </ul>
<p><b>Good Practice Guide</b></p> <p>We did an assessment of our old Good Practice Guide and gave feedback on the project presently underway to reassess and improve this useful tool.</p>	<ul style="list-style-type: none"> <li>• This project runs in direct conjunction with the partnership acquisition programme as many of the partners will be our experts providing content for the Good Practice Guide.</li> <li>• We have drafted the new layout and content breakdown (although this is constantly evolving, given the nature of the industry).</li> <li>• We are also presently considering the option of releasing segments online (for Members only) as they are completed to avoid having to wait for the full project to be completed before members gain benefit from this.</li> <li>• Ultimately there will be an option to have the complete GPG available online (free to members) or members can request and pay for a hardcopy – we are presently assessing the feasibility of a folder as opposed to the present booklet format for ease of updates as and when they happen.</li> <li>• Suggestion from members to break this down into modules as not all therapists would require the full GPG.</li> </ul>
<p><b>Regional Forums &amp; Advisory Committee</b></p> <p>Discussion around validity and effectiveness of these forums</p>	<ul style="list-style-type: none"> <li>• The ultimate aim of all our regional forums is to improve communication channels and better understand and fulfil the requirements of all our members both regionally and nationally.</li> <li>• Members offered positive feedback and said they would definitely attend further meetings and would also be interested in sitting on a regional advisory panel.</li> </ul>

