

## Report of the Chair

December 2014 – March 2016

At the end of 2015 it was the intention of the Trust to focus upon achieving a structured marketing plan, establish fundraising initiatives and start a pilot scheme for community clinics providing access to McTimoney Chiropractic for all whilst strengthening the McTimoney Chiropractic reputation with major health care providers in the UK.

In 2015 the Trust set out to; to conduct a marketing review, to review strategic business priorities, to create a marketing strategy and business plan, to create and launch a new logo and website, to produce the first bi-annual report, administer the fourth tranche of student awards and the third Stan Harding Essay Prize.

Progress on the marketing review and associated matters has unfortunately been hindered by a number of unplanned factors. However, it is planned that 2016 will bring renewed energy to focus on this important area.

On a less positive note, MCC student numbers have not increased significantly and remain lower than anticipated on all McTimoney Chiropractic and Animal manipulation courses at Abingdon and Manchester. After four years under new management, it had been hoped that the modest target growth for each course would have been achieved. Whilst the Trust is understanding of the many and varied reasons offered for this, it is very disappointing. The Trust will be implementing a major initiative in 2016 that will support MCC and BPPU in recruiting greater numbers in line with the Trust aims to preserve, promote and prove McTimoney Chiropractic.

In November 2014 the Trust commissioned an independent review of the Student Bursary scheme. Completed in early 2015, the findings were very positive with few recommendations, all of which have been implemented to good effect. Also in November 2014, public presentations were made by the Trust to Ray Swaine and Kay McCarroll in recognition of their long and loyal service to the Trust.

In March of 2015, the Trust was pleased to appoint Kay McCarroll as the Trust's first Honorary President. The Trust are very grateful to Kay for her representations and presentations for the Trust over the year.

April brought the resignation of Dave Simon and the Trust is grateful for all his work on policies and marketing.

May through to July was a busy time for the Trust dealing with the Student Awards and our thanks and appreciation go to Della Gorham for her excellent administration of the scheme.

In December Jane Faulkes resigned for health reasons. Jane's insightful and methodical approach offered much to the creation of the website. From being the external assessor for the first tranche of student bursaries to Trustee Chair of the awards panel meetings and managing the Stan Harding Essay Prize, Jane's focus was always to do the best for students of MCC. Thank you Jane.

I wish to personally and on behalf of the Trust, thank Imelda Twine for supporting the Trust as a co-opted member of the Board, for acting as Honorary Treasurer in 2015 and agreeing to continue in 2016. Imelda's work over the past few years has transformed the financial practices of the Trust and ensured that the Trust's finances are underpinned by a sound investment strategy.

Further thanks must go to Adrian Willard and Christina Jobe for all their work to date on the marketing review and new website.

An additional thank you goes to Christina for her administrative support and amazing skills in juggling everything so calmly and efficiently.

Today also marks the retirement of Carol Gatehouse. Over the past three years the Trust has benefited tremendously from Carol's knowledge and contributions in all areas of the work of the Trust. Personally Carol has supported me through difficult situations connected to the Trust, always positive and encouraging, Carol will be much missed. Thank you Carol.



### **Achievements December 2014 – March 2016 have been:**

- Commissioned and completed the re-design of the Trust Logo.
- Commissioned a new website.
- Completed the independent review of the Student Bursaries.
- Implemented the recommendations of the Student Bursaries review: Student Awards scheme is now available to all MCC students studying for an M.Chiro, revised the on-line application forms for all Student Awards, developed and provided a variety of financial schemes offering support to students of MCC including: a financial advice web page signposting support available to students, a specific one-to-one support with the Citizens Advice Bureau and access to an on-line funding directory.
- Provided several information sessions for students at the MCC with Trustees and experts representing the financial schemes available.
- Applications for the 4th tranche of awards were invited in May 2015 with awards totalling £34,000 being made in July.
- £3000 given in prizes for the Stan Harding Essay Prize.
- Match funding a donation of over £600 towards student costs in attending the WCCS conference in Paris.
- Funded membership to the Royal Society of Medicine for the majority of MCC students
- Provided grants totalling £105,000 to the MCC student training clinic in Manchester
- Provided articles to the MCA on the activities of the Trust for inclusion in MCA members magazine.
- Trustees and administration undertook training in: Governance, social media fund raising and marketing, volunteer management and SORP.
- Developed and adopted the 'Preserve, Promote and Prove' Policy.
- Developed and approved the Preserve, Promote and Prove' grant application process and application form.
- Maintained Policies and Procedures in accordance with Charity governance.
- Trustees attended one Advisory Panel Board meetings with BPP/MCC in May 2015.
- Accepted the offer from the MCA to take over the McTimoney Connect project.

### **Barbara Husband**

Chair

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