



**MINUTES, BOARD OF TRUSTEES MEETING  
THE BRITISH FERTILITY SOCIETY LTD**

	<p><b>iii. Media management (Correspondence with Executive Officers circulated)</b> The contract with Nancy Mendoza Media has come to an end and the Executive Officers had received proposals from NMM &amp; Progress Educational Trust to provide future media services to the Society. The Trustees’ opinion had been sought.</p> <p>The details of the offers received were not discussed by the Trustees. Instead a broad discussion ensued on media needs/options for the BFS in the future:</p> <p>MH – It might be possible to locate media services within the Secretariat and there may be scope with the other societies to share a person to do this. JS – could that person do some of the work on P&amp;P docs and research work? SN – fundamental discussion is what you want out of the media and social media. There are pros and cons in getting together with the other societies. Good relationships exist at present between the officers of the associated societies but in years to come it is possible that may not be the case. Conflicting professional interests and differing priorities might lead to difficulty. RM – if we have a press officer we should be able to answer enquiries promptly. The reality is that we but we can’t do that and therefore create false expectations of the media. RM – difference between us as individuals and us as a Society. We need to know what we want to be in the media. As things stand we are not the go-to organisation. It is hard to become that. AB – maybe we need a rota of people who have enough time to respond. Because the BFS has taken some knocking in social media recently without people fully understanding who and what the BFS are. We should not sit back and take that without being more constructive in how we present ourselves. JS – has spoken to Fiona Fox of the Science Media Centre. An option might be to hire someone to do social media, research work etc. and possibly share this cost with other societies. If an employee then they would need to be employed by Profile. Fiona Fox wants to direct her interns into this role each year. AP – suggested a decision at this stage would be unwise and Executive Committee needs to consider the matter strategically.</p> <p>The Trustees suggested that the Society needs to be absolutely clear on what level and type of engagement with media it needs and what services would best suit the needs of the membership. RM agreed and will share this with the Executive.</p> <p>It was agreed that we keep active on social media. This is covered by CB at the moment.</p> <p style="text-align: right;"><b>Action Point: Pause press activity/decisions and discuss further at the Strategy Day</b></p>
5.	<p><b>LEGAL MATTERS</b></p> <p><b>i. Legal correspondence (Letters to Carter-Ruck circulated)</b> MH had shared correspondence with the legal firm representing the ARGC and Mr Mohamed Taranissi. No further communication has been received since the end of April. SN had also shared a link to a blog posted in mid-April from an organisation called “All about Infertility” in a similar vein. It was agreed no further action was required at this stage. The Executive Officers were commended for their actions in response to the Covid-19 outbreak and they have the full support of the Trustees.</p> <p><b>ii. Indemnity</b> <b>(ref. Articles of Association: Section 50: <a href="https://www.britishfertilitysociety.org.uk/about/constitution">https://www.britishfertilitysociety.org.uk/about/constitution</a>)</b> The question as to whether the BFS may need legal advice in the future and whether we require insurance to deal with legal costs that may incur from any challenge was raised. It was agreed that indemnity advice be sought. The AOA of BFS Education Ltd are permissive of this and it was felt that this should be actioned with some urgency. It was noted that ARCS, through Profile, have engaged a legal insurance adviser.</p> <p style="text-align: right;"><b>Action Point: SW to share contact details with JS/RM/VB</b></p>
6.	<p><b>SUB-COMMITTEE TRUSTEE UPDATES</b></p> <p><b>i. Meetings</b> The future of face-to-face meetings is now in doubt and contingency planning for the future, including Fertility 2021, is underway. It was noted that ESHRE Copenhagen is being offered on-line. AB will contact Roy Farquharson at ESHRE to see what on-line platform they are using and the business model whereby they offer free registrations. It was suggested that this year’s approach may be a loss leader and charges for registration will apply in future years.</p>



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	<p>iii. <b>Consultation procedures (Policy &amp; Practice Guidance circulated)</b>  MH suggested we add Policy and Practice to Governance documents and this was agreed. It should include a section on circumstances which make allowance for a document to be prepared in a very short space of time as with COVID. Ephia Yasmin (Chair of Policy and Practice Sub-Committee) and JS will do this.</p> <p style="text-align: right;"><b>Action points: EY/JS to update Policy and Practice procedures. MH/CB to add P&amp;P to governance documents</b></p>
10.	<p><b>INTER-COMPANY COMMUNICATION</b></p> <p>i. <b>BFS Executive Committee Issues</b>  All covered. JS shared her puzzlement and anxiety about the BFS relationship with HFEA around COVID. Communication has ceased for the moment.  SN suggested inviting them to have a wash up meeting.  AB suggested that as we have always invited the HFEA to sit on the BFS – maybe a representative from the BFS could sit on the HFEA.  The Trustees once more expressed their admiration and thanks to JS/RM and the Executive Committee for their incredible response to the Covid emergency situation. The amount of time and effort in preparing complex documents has been enormous. The strain on the officers has been substantial on top of the day-to-day challenges of providing clinical services not just in RM but elsewhere within clinical services in their home bases. They are to be congratulated and the Society is very much in their debt.</p> <p>ii. <b>Board of Trustees: Issues of importance for information of Executive</b>  As outlined above.</p>
11.	<p><b>BOARD MEMBERSHIP</b></p> <p>i. <b>Board appointments/demission (BFS structure as at 15<sup>th</sup> May 2020 circulated)</b>  No changes at them moment. HL and AM come to the end of their terms of office at the end of 2020.</p>
12.	<p><b>AOCB</b>  Nil</p>
13.	<p><b>DATE OF NEXT MEETING</b>  November 2020 – date to be confirmed.</p>