

McTimoney Animal Association AGM

Tuesday, 25.04.2017

Newmarket Equine Hospital 10:00 – 12:00 hrs

**Apologies:** A Wreford –Brown, Claire Warman, H Eaglestone, Helen Jacks-Hewet, R O'Brien, M Wilkinson, Tim Jarman, Lucy Willis, Amy Baxter, Sarah Hedderly, L Brown, H Soper, Hannah Barnard, K Lord, Liz Troman, S Firth, A Crosby-Jones, C Howson, T Cragg, J Langstone, L Troman, Harriet Soper – Jones, R Burton, K Spaughton, Z Sherlock, C Jarvis, S Beves

**Present:** S Edwards, N Alexander, R Thom, H Snow, N Rossa, C Lawrence, M Merridan, C Edgell, A Bruton, S Pinkney, L Browne, V Knapp, J Watson, L Cooper, R Stroud, R Chandler, B Boyle, N Brown, J Guest, J Andrew, P Godsafe, S Deening, L Bounden, P Stokes, S Plummer-Jones, B Keay, J Baker, R Greenhill, A Moore, L Harris, J Lewis, E Punt, C Moreton, A Regan, L McGarity, S Smith, R Smith, A Macartney, A Blunden, V Boyes, L Rowe, C Hicks, A Purchas,

**Committee:** V Davidson, D Bradshaw, P Sofley, S Charlton, E Speaigh

PM : V Salt, M Contini

Minutes from AGM 2016 accepted

Opening and address to the NEH with great thanks for having us

**Secretary Report: Peggy Sofely**

Membership numbers for 2017/18 - 166 - combined of 4 non-treating and 125 full members, 32 students members and 9 not renewed/ late payment. Anyone who had not paid by 31.03.2017 was removed from the search function ( late payments will then be reinstated )

Communication problems via email ( gmail or web-site) does not seem to always reaches all members. Please can members take ownership in up-dating their contact details.

Trail for 2017 – all relevant and important information will be publicised in the member discussion area on the web-site and announced via FB , email will go out to explain

### **Dianne Bradshaw: TREASURER'S REPORT 2016 – 2017 01.04.16 – 31.03.17**

#### Income

£19,413 comprising £15,065 of our Members renewing and £2,285 of New Members including 16 MCC Students and 8 Newly Qualified Practitioners

We also brought in £1300 in ticket sales for the CPD Dissection Day held at Hartpury College which was a great success so if you missed it keep an eye out for the next one Claire Howson will be organising. In addition £72 in leaflet sales and £685 for merchandise plus the infamous Bank Interest which reduced from £1.83 per quarter at the beginning of the year to £1.02 by the end giving us a total of £6 but that is actually £2 more than we got last year over 15 months!

#### Expenditure

£15,000 budget I set went into £16,871 by the end of the year but did still leave us with a surplus not a deficit. We went over budget on Travelling and Meeting expenses and BT Conference Calling but this reflects the time the Committee are putting into Industrial Liason at this time of professional turmoil. We were on budget with BEVA, Marketing & Merchandise and underspent on the Website and the Research being presented by our Members at several conferences in Europe and the UK.

As a result of BEVA in September we had a major outlay to produce a more interesting giveaway than our MAA pen at the exhibitions we attend. Vanessa duly came up with the solution and we now have our Vertebrae Stressball of which you all have a sample to take away and you can buy more to give to your favourite Vets if you want to!

We are also in the process of creating a glossy magazine along the lines of the ACPAT and Animal Therapy mags which was the idea of Sally Charlton who wanted her Research papers to be more glamorous than the stapled A4 sheets we have used previously. So we have spent very wisely this year to represent our Members in a professional capacity when we attend exhibitions and you are all welcome to help man these stands if you are in the area and do gain CPD points and a free polo shirt in the process so well worth considering!

As I say every year for anyone attending a local event we do have additional exhibition boards which create a very professional backdrop to your stand. They are located with me the other side of the UK in the Cotswolds but do contact me Dianne Bradshaw if you are interested.

Just before I finish can I just make a point of asking people who pay by BACS or Paypal to please give us a suitable reference against your payment. We have no idea what your business name is or that your Dad or partner to pay your fees under a different name so do always use your own name to save Peggy and I turning detective to try to found out who a payment relates to!

A copy of the Accountants Report is available for those who are interested

Bank Balances as of 31/03/17 Current Account £20,250.53

BMM Saver A/c £10,369.72

TOTAL £30,620.25

And finally, I brought along samples of merchandise from another seller who we could order from in the future and these were generally liked by all. We had cotton Polo Shirts for Summer, Sweatshirts, Gilets and Fleecees.

I have since been in touch with the product designers who are happy to produce a small catalogue of items they can produce within our usual price range and for you to order your own preferred items in the sizes you want. They are fully aware that some members have found our current polo shirts too short to work in comfortably and will make sure we have a longer style Polo Shirt within their catalogue.

The catalogue and order details will be sent to you by email so make sure you look out for it and they are currently working on our logo so no-one can order anything immediately I'm afraid. Depending on the quantity of people placing orders we can begin to stock the most popular items for you but in the meantime we do still have our usual merchandise range available through the website for you to order.

**Deputy Chair: Eulalia Speaight** : New MAA brochure

Presented the new brochure as draft version to the membership – for feedback

**Research: Sally Charlton**

2016/17 has been another busy and productive year for the Research Group

MAA had 3 abstracts presented at 3 conferences for 2016

Lal Speight : represented the MAA in France at the 'Internatinal Society Equitation Science' conference presenting her research poster on effects of head and neck position during feeding on alignment of cervical vertebrae.

Rebecca Stroud: prevalence and progression of pelvic rotations among neonatal foals.

Lots of good feedback and both abstracts published in Journal of Vetrinary Behaviour- clinical applications and research not 'comparative exercise physiology.

Rebecca Stroud: oral presentation of her research at the International Veterinary Congress in London.

Jan Selfridge research at this conference on the effects of riders on limb movement of African Elephants.

A big thank you to Jess Guest for supporting Rebecca and Jan at the conference and also for helping me in the research group for the last 2/3 years. Jess is moving groups to help in other areas.

All 3 research posters were presented at the Horses Inside Out conference in February.

These conferences all provided a spread of audiences from vets, therapists, researcher etc to expose our work.

Over the last 5 years we have now 12 abstracts (with 3 more this year) presented/published at 12 different conferences.

Thank you to the MAA and MCC for all their funding and support.

For 2017 we have 3 abstracts from Jane Dalton, Amanda Purchas & Lauren Rowe being presented at the Alltech Hartpury conference in May.

There are no their conferences in the UK this year but hopefully Saddle Research Trust holding one early 2018. Hoping to divert our efforts to getting some short communications accepted for journal publication.

Anyone interested in presenting or writing up research, please contact me or Amanda Purchas and we will help guide you. Thank you to all authors for their hard work getting to publication. Anyone who would like to take on role of research, I am happy to have shadow me for the next year.

**PR: Nikki Routledge** via Vanessa Davidson. PR reports can be found in Appendix A. Facebook and twitter: we have 1021 page likes for our MAA page, we post around 20-30 times a week on average, and reach approximately 1200 people EVERY WEEK

**CPD: Claire Howson** – audit results are good, however more clarification is needed with regard to CPD category explanation

Very successful spinal dissection in house MAA course, a follow up is planned for later on this year, Claire is developing IT sharing groups – watch this space

**IL & Events: Alex Crosby – Jones:** Working alongside chair on IL, and very much supporting members with key documentation to support practice. Events: only BEVA was attended in 2016. Change of events proposed for 2017.

**Chair Report and Industry up-date** V Davidson

In Brief

**RCVS** proposed review of framework for the veterinary act in near future. Are reviewing MSK industry; have expressed desire to adopt or create a framework to accredit practitioners in the future.

**RAMP** (register of animal musculoskeletal practitioners) members predominately ACPAT, MCA, Osteopathy. MAA members can grandfather in. Grandfather window to reopen in June 2017. RCVS reviewed as elitist in 2016. RAMP declared accreditation with RCVS was not their aim.

**AHPR** (Animal Health Professions Register). Being built by the industry for the industry. RCVS and DEFRA fully informed about this. To be opened for registration 01.2018. Goal is to get RCVS accreditation

**MCA.** MAA are trying to build a relationship with the MCA after a desire for some unity was expressed by MCA president – a small sub group from both MCA and MAA will be formed to establish common interests and goals an potential pooling of resources.

There seems to be an agreement to change current legislation regarding GCC section 32.1, this includes – MCA,UCA,BCA,SCA,RAMP & BEVA

The McTimoney College of Chiropractic is working on developing new courses to improve of the industry and for graduate numbers to develop

**The MAA** Committee is losing the following committee members but would like to express our huge thank you to:  
Nikki Routledge and E Speaigh (we are now short of a Deputy Chair, please contact any member of the committee if you are interested )

Lucy Bouden is stepping up to take on PR, after having been very active for the past year alongside Nikki.

## Appendix A

### **McTimoney Animal Association – PR Report April, May, June 2016**

PR and marketing activities during the period included:

- Liaise with MAA practitioner Becky Stroud and Horse magazine about the feature article in Horse magazine. Confirm that Jon Stroud will provide images and confirm the overview of the focus for the feature. Edit, get approval from Nikki Routledge and submit to Horse magazine. Resize photos to use with article.
- Liaise with Horse magazine about the feature article and propose a synopsis to focus on for the feature. Arrange for piece to be scheduled in July issue.
- Liaise with magazines regarding potential inclusion in careers feature. Including Equestrian Life, Horse & Rider, EQ Life and Absolute Horse.
- Liaise with Central Horse News magazine regarding potential McTimoney feature article in a forthcoming issue.
- Liaise with Everything Horse regarding potential inclusion in 'Physiotherapist VS Chiropractor' feature in a forthcoming issue. Confirm and Liaise with Nikki Routledge about writing the article.
- Submit careers article to Everything Horse UK.
- Liaise with Horse & Rider magazine and McTimoney practitioner Rebecca Thom regarding a possible 'Week in the Life' feature.
- Liaise with Absolute Horse about possible inclusion in complementary therapies feature in a forthcoming issue. Confirm, write up draft and ask Nikki Routledge for approval.
- Liaise with Jenna Churchill about possible articles for local press and request case studies and photos. Write up case studies, proof, resize photos and circulate to local press. Deal with all media requests that arise from this.

## Media Cuttings

MAY

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Cotswold Life	1st May	A Stroke of Genius	15,136

**Total Opportunities to see:** 15,136

**Number of Publications:** 1

JUNE

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Redditch Advertiser	24th June	Horse saved after suffering severe spinal condition	29,575
Dudley News	24th June	Horse saved after suffering severe spinal condition	29,575
Cotswold Journal	24th June	Horse saved after suffering severe spinal condition	29,575
Ledbury Reporter	24th June	Horse saved after suffering severe spinal condition	29,575
Hereford Times	24th June	Horse saved after suffering severe spinal condition	29,575
Ludlow Advertiser	24th June	Horse saved after suffering severe spinal condition	29,575
Kidderminster Shuttle	24th June	Horse saved after suffering severe spinal condition	29,575
Halesowen News	24th June	Horse saved after suffering severe spinal condition	29,575
Malvern Gazette	24th June	Horse saved after suffering severe spinal condition	29,575
Evesham Journal	24th June	Horse saved after suffering severe spinal condition	29,575
Stourbridge News	24th June	Horse saved after suffering severe spinal condition	29,575
Tewkesbury AdMag	24th June	Horse saved after suffering severe spinal condition	29,575
Bromesgrove Advertiser	24th June	Horse saved after suffering severe spinal condition	29,575
Droitwich Spa Advertiser	24th June	Horse saved after suffering severe spinal condition	29,575
Worcester News	24th June	Horse saved after suffering severe spinal condition	29,575



Total Opportunities to see: 443,625

Number of Publications: 15

### Plans for July to September

- Circulate Jenna Churchill press releases.
- Submit editorial pieces. Including Physiotherapist VS Chiropractor article and Complementary Therapies feature.
- Look out for news that can be used as a press release.
- Continues to follow up on editorial opportunities and features that McTimoney could be a part of.

### McTimoney Animal Association – PR Report

#### July, August, September 2016

PR and marketing activities during the period included:

- Submit “What is McTimoney” feature article to Absolute Horse magazine with images.
- Liaise with Nikki Routledge and the practitioners regarding international research conference press releases. Write up press release for each practitioner and circulate to local press. Deal with all media requests that arise from it.
- Edit and proof “The Different between a Physiotherapist and Chiropractor” piece and submit with images to Everything Horse UK.
- Circulate press release about practitioner Jenna Churchill’s client to local press. Deal with all media requests that arise from it.
- Liaise with Rebecca Thom and edit press release. Source an image to use with the press release from Jay Photos.
- Liaise with Nikki Routledge and Sheri Pinkney regarding potential press release. Contact magazines and newspapers regarding possible inclusions.
- Liaise with Nikki Routledge about possible opportunities for McTimoney research press releases.

## Media Cuttings 2016

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Horse magazine	August	Hands-on approach	13,164
Horse magazine	August	Great savings when you subscribe...Hands on Approach preview	13,164
Horse magazine	August	Contents page: McTimoney	13,164
Worcester News	27th June	Mare has surgery to fix spinal problem	29,575
Everything Horse UK	8th July	McTimoney Animal Practitioners - Equine Careers and Qualifications	35,000

**Total Opportunities to see:** 104,067

**Number of Publications:** 3

### AUGUST

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Bridgenorth Journal	4th August	Horse is back after Treatment	7,135
Newton Abbot Advertiser	29th July	Horses get the gentle touch	24,065
Absolute Horse	August	Alternative Therapies: What is McTimoney?	8,000

**Total Opportunities to see:** 39,203

**Number of Publications:** 3

### SEPTEMBER

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Everything Horse UK	23rd September	Understanding the difference between a Physiotherapist and Chiropractor	136,000

<b>Total Opportunities to see:</b>	<b>136,000</b>
<b>Number of Publications:</b>	<b>1</b>

### **Plans for October, November, December**

- Follow up with Sheri Pinkney piece.
- Liaise with magazines for possible “day in the life of” McTimoney practitioner.
- Continue to seek editorial opportunities.

## **McTimoney Animal Association – PR Report**

### **January, February, March 2017**

PR and marketing activities during the period included:

- Write a piece and case study on what to look for when finding a back person to help your horse. Liaise with Nikki Routledge and source images.
- Email Nikki Routledge with a PR plan for the reporting period.
- Attend meeting with Horse Magazine and secure an editorial feature for the MAA in a forthcoming issue.
- Liaise with Jan Selfridge regarding the possibility of a piece on the effects of carrying a rider.
- Circulate the what to look for in a back person piece and deal with all journalists enquiries.
- Feature piece on straightness. Write the piece and liaise with Laura Browne and Nikki R. Start investigating images to accompany. Compile full article including case study. Liaise with case study for images.
- Meeting with Your Horse Magazine to arrange editorial coverage for the MAA throughout 2017.
- Liaise with Nikki R, Vanessa Davidson and Fred Lawrence regarding press release for the Animal Health Professionals Register. Circulate the release. Retract the release and re-circulate the release. Deal with all media enquiries and source further information and a quote for Horse & Hound.
- Attend conference call between Holdsworth PR and the MAA to discuss PR plans for the MAA in 2017.

## Media Cuttings

### FEBRUARY

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Absolute Horse	February	What is new in the world of animal back care	8,000
HorseTalk.co.nz	2nd February	Don't be on the back foot when choosing a back therapist	56,000
The Gaitpost	7th February	Does your horse need back treatment?	N/A
Your Horse	7th February	Looking after your horse's back - Homepage	40,000
Your Horse	7th February	Looking after your horse's back	40,000
Equine	March	Choosing qualified care for your horse's back	8,500
Animal Therapy	Winter	The effect of foraging position on neck vertebral position	3,000
<b>Total Opportunities to see:</b>			<b>155,500</b>
<b>Number of Publications:</b>			<b>7</b>

### MARCH

<b>Publication</b>	<b>Date</b>	<b>Details</b>	<b>Circulation</b>
Farming Scotland	April	Things to consider when choosing an equine back person article	5,000
Horsetalk NZ	20th March	Therapists tackle industry confusion with new Animal Health Professions Register	250,000
Everything Horse Website	30th March	Animal associations welcome professional register following DEFRA review	N/A
<b>Total Opportunities to see:</b>			<b>255,007</b>
<b>Number of Publications:</b>			<b>3</b>

### **Plans for February, March**

- Liaise with Horse and Rider and Your Horse regarding the possibility of a feature piece on McTimoney.
- Planning for a feature piece on tips on how to sit straight on your horse and how this benefits him. Tips to come from a McTim practitioner.
- Get the elephants piece together – aim for National Newspaper.
- Brief for Horse Magazine piece: A topical feature offering some tips/advice on protecting a horse's back and avoiding issues. For example, through the rider sitting correctly, having a correctly fitting saddle etc. This could fit nicely in the June issue, with a word count of approx. 1,200 words.  
Deadline: 7 April.