



## **Principal Executive Committee**

**18 July 2018**

### **Report to country councils and standing committees**

#### **Summary**

The Principal Executive Committee (PEC) met on 18 July 2018. This report contains a summary of the issues discussed.

#### **Strategic plan**

We approved the strategic plan for 2018 – 2021, following final input from staff, country councils and advisory committees.

There was further discussion at the meeting about moving forward the strategic themes and objectives that we have set out. The PEC will provide reports on this progress, including updates to members of the United Kingdom Council.

#### **Website and digital strategy**

Reviewing the website is a significant operational priority, though this has implications for our approach to the BDA's digital offer. The website should be simple, intuitive and provide accurate, relevant and high quality content and should be perceived as part of a wider digital eco system. We considered a review and report on the work required for developing a wider digital strategy, and approved the proposed project, including timelines.

#### **Reports**

We received reports from Roz McMullan in her capacity as Chair of the United Kingdom Council; and David Cottam (Vice Chair) on issues within the remit of the General Dental Practice Committee. Susie Sanderson, attending the first meeting of the PEC since taking over as President in May, provided a summary of her current and planned activities.

Other items included reports from the Chief Executive, the Directors for Member Services and Business Services, and the BDA in Wales, Northern Ireland and Scotland; reports from the Education, Ethics and Dental Team Working Group; the Audit Committee; the International Affairs Committee; the Health and Science Committee; and the Museum.

## **BDJ Portfolio**

Stephen Hancocks (Editor in Chief) and James Sleight (Executive Editor) presented the annual report of the BDJ Portfolio.

A comprehensive presentation summarised the BDJ in 2017; BDJ Open in 2017; BDJ in Practice; BDJ Student and BDJ Team; BDJ Jobs and BDJ Marketplace; major developments in 2017; and BDJ Books update.

There has been strong financial growth since 2012, with returns to the BDA growing by 90%. A period of uncertainty prompted by the macroeconomic situation and Brexit are causing some pressures and concerns for the portfolio at present, as with other enterprises, and this will remain a matter of keen focus.

## **BDA Benevolent Fund**

We discussed proposed changes to the rules of the BDA Benevolent Fund, put forward by the Fund's Executive Committee. The PEC is concerned about the lack of consultation around these proposals, particularly regarding the break of the historic link between the Fund and the branches. We also discussed the need for the BDA to be a more active stakeholder in the Fund, reflecting our disquiet about the Fund having reserves of £7 million, which we believe should be put to more proactive use.

## **Conflicts of interest**

We received a report from the Audit Committee, which included their review of the introduction of the new conflicts of interest policy. The policy no longer mandates members of committees outside the PEC to complete a declaration of interests form, but to raise issues that might provide a conflict between their BDA responsibilities and outside interests. Committees are then required to discuss and agree if a conflict of interest exists, and, if it does exist, to agree and minute how it should be managed. The Audit Committee is required under the policy to review the minutes of all such decisions.

This new version of the policy requires a much more proactive consideration of conflicts of interest by committees. This is gradually prompting appropriate discussions at meetings and better understanding of the requirements of the policy.

## **Ethics and Professional Conduct Committee**

The PEC recently approved a new Standards of Service and Conduct policy. This policy includes much more explicit expectations regarding professional behaviour by members of the Association, comparable to the expectations we have of staff. It means that for the first time a committee member who considers that s/he has been subjected to inappropriate attitudes or behaviour by a committee colleague or member of staff, has a means of making a complaint that will be investigated independently. Many organisations are reviewing their procedures regarding these matters, and we are confident that we have brought our procedures in line with best practice.

We agreed that an Ethics and Professional Conduct Committee should be established to provide better definition for the review of ethical misconduct, including contravention of the Standards of Service and Conduct policy, and the implementation of disciplinary procedures when required. We also agreed that there should be some greater flexibility in the disciplinary sanctions available.

The Chair of the Education, Ethics and the Dental Team Working Group, the Chair of the Audit Committee, and the Chair of the Scrutiny Committee, supported by the Secretariat, will liaise on the detail of proposals for appropriate amendment of our Articles of Association.

## **Annual General Meeting**

The Annual General Meeting (AGM) was held for the first time at 64 Wimpole Street in May, as it is no longer included in the schedule for the conference. Similarly the Presidential Meeting and presentation of honours and awards that were usually held at the conference, were accommodated on this day.

We reviewed the arrangements for these events which, despite some initial issues that can be addressed in the future, had received generally good feedback. It was decided therefore to follow the same timetable for next year, with the AGM to be held at 3.45pm on Thursday 2 May 2019.

**Mick Armstrong**  
Chair, Principal Executive Committee

**August 2018**