

Lynda Shaw

Regional Director

regional.director@thepsa.co.uk



My role in the PSA

- To liaise with the RPs and represent them on the board and with the PSA Administration.
- To make sure the RPs are aware of the latest updates for them to pass that information onto their members.
- To ensure contracts with venues are satisfactory and for the office to authorise.
- To be open to new initiatives by the RPs as long as they stay on PSA brand and are GDPR compliant.
- To encourage and support the RPs and continually be available for consultation and advice.

Projects I've worked on in 2019/20

- Supported the sterling efforts the RPs have made in the transition of moving from live regional events to virtual regional events due to the Covid 19 pandemic. The innovation, valuable learnings and fun continues.
- Visited and/or liaised with all 13 regions on a regular basis.
- Arranged the induction day for new RPs for 6th November.
- In June 2020, Guy Clapperton joined the board as the incoming Regional Director to replace me as I take the presidency role. During the first few months, Guy and I have visited (virtually) all the regions to introduce Guy and to collate data as to what is working well and what needs improving.
- Attended all board meetings.