



Association for Family &
Systemic Psychotherapy

CEO report

2026 AGM

Report period: 23 February to 1 June 2026

CEO name: Rob Avann (Interim CEO)

Review of last 12 months

I am pleased to have joined AFSP as Interim CEO as of 23 February 2026.

I am a charity consultant and interim leader, with over 20 years' experience in the charity world in a variety of capacities including over 8 years as a CEO of a large national membership charity and over 16 years as a serial trustee of 5 very different charities. My consultancy work focuses on leadership, governance and strategy. I am a member of Consultants for Good; a Strategic Applicant Consultant for leading small charity funder The Fore; a consultant with the Association of Independent Museums; and an associate with Interims for Impact; Shared Purpose and 4front Partners. I also hold a number of pro bono roles across the wider sector, including mentoring other charity leaders and trustees.

I was engaged through Interims for Impact to join AFSP as Interim CEO on a part-time basis for a minimum of 6 months. My brief from the AFSP Board of Trustees has three agreed focus areas – to stabilise our team and business as usual; to strengthen the organisation's governance and charity framework; and finally to assist the board with the recruitment and selection process for a new permanent CEO and ensure a successful transition that gives them the best possible platform for success. I am currently engaged to support the team and board 3 days a week.

Since commencing in post, my initial focus has been to undertake an organisational 360 review to identify current strengths and challenges, gaps in governance, and themes and issues within the organisation. As part of this, I have offered 121 meetings with all trustees, team members, and committee chairs to explore and understand their roles and their thoughts and insights. I have also met with a range of external contacts, including partners and key service providers. Alongside this, I have reviewed the organisation's current standing including finances, governance documentation, and board business.

I am currently finalising a clear action plan of next steps for the board's approval, which details key actions that I will undertake and support the organisation through over the coming weeks and months as we prepare for continued success into the future.

Future plans

Over the coming months, I will be working very closely with the board, team and key volunteers on some key priorities as follows:

- a) to consider, as a collective, future strategy goals and values and behaviours that should drive AFSP's work – to aid clarity and focus, and drive our business planning and use of resources.
- b) re-drafting the organisation's Articles of Association to remove inconsistencies, modernise approaches and ensure the mechanisms and board composition for good governance. These will be consulted on and presented to members at a future General Meeting.
- c) to review and begin the work to ensure support for the organisation's major resource, its people.
- d) progressing plans to unpick and address backlogs and recover key business as usual areas.
- e) to test and learn from new approaches to member engagement and consultation – to ensure that member needs, views and ideas are heard and drive future work.
- f) assisting the board with developing a robust and comprehensive recruitment and selection process for a future permanent CEO, and then ensuring successful transition.

General comments

I wish to take this opportunity to say thank you to everyone I have come into contact with for their warm welcome, generous and honest sharing of their time and insights, and their support for and commitment to the organisation. Thank you.

As an external observer, I have been impressed by the commitment, dedication, hard work, skills and knowledge demonstrated across the organisation – from the board and team to each and every volunteer I have met to date. A member-led organisation such as AFSP can only thrive with the contributions made on behalf of the wider profession by everyone within the organisation – trustees, team and volunteers. There have been some significant achievements and great progress made in a number of areas over the course of the last year, and that deserves recognition and note.

I would also like to thank members for your ongoing support and interest in the work of AFSP – I look forward to meeting more of you over the coming months.

Rob Avann
Interim CEO