

Dear SMA Members & Friends

The rate of infection and the death toll from Coronavirus continues to rise at an alarming rate in the UK and across Europe. There is no doubt that we are and will be on a war-time footing to deal with this crisis. It is incumbent upon us all to do the right thing for ourselves and our fellow citizens.

We have to date left decisions about whether or not to continue to trade at your own discretion based on Government guidelines. Unfortunately, the guidelines are grey in our area of practice, leaving us all damned if we do and damned if we don't. Ultimately, we at the SMA can no longer reconcile Government advice on social distancing with the continued provision of massage services and indeed all therapies that involve touch and close proximity.

It is with great regret and with a full understanding of the potential financial consequences for many of you that we advise, unequivocally, the immediate shut down of your practices.

We seek, with this advice, solely to look for the benefit to the greater good and we do so in full acceptance of the fact that our advice now also has implications for the existence of the SMA once all this has passed. We are no more immune to the longer-term effects of this pandemic than anyone else.

We and many other PAs in our sector will now look to combine our resources in the most effective way possible to provide key information to you during this period.

If we do the right things this will pass and we can return to the work we love sooner rather than later.

We wish you the best in these unprecedented times

The SMA Directors