

Council, 26 March 2014

Communications Work Plan 2014-2015

Executive summary and recommendations

Introduction

The Communications Work Plan for the period 1 April 2014 to 31 March 2015 is attached.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resourcing of the Department is set out in the attached workplan.

Financial implications

The financial implications of the planned work are accounted for in Communications budget for 2014-2015.

Appendices

Communications Work Plan 2014-2015

Date of paper

17 March 2014

Health and Care Professions Council

Communications Workplan 2014-15

Contents

1	Introduction	2
2	Resource	2
3	About this document	2
4	Summary of priorities, issues and messages for 2014-2015	2
5	Developing and maintaining communications projects and activities	3
6	Providing expertise to HCPC Departments	4
7	Ongoing communications work	5
8	Looking to 2015 – 2016	6
9	Risk	6

1 Introduction

- 1.1 This document is a high level summary of the Communication Department's main areas of work in 2014-15. It sets out how we will actively support the core work of the Council and the principles and priorities set out in the Strategic Intent 2012-15. It is underpinned by a tactical document and forward planner, used by the department on a day to day basis, which sets out specific outcomes, outputs and timelines.

2 Resource

- 2.1 There are 12 people within the Department, split into five functions. These include web and digital, media and pr, events, stakeholders, internal communications and publishing.
- 2.2 The department will continue to use the full range of communication channels and tactics to achieve the work set out in this plan. This includes UK-wide talks and presentations, HCPC events, the HCPC website, digital activity, media work, social media updates, publications, our presence at profession-specific conferences and stakeholder liaison.

3 About this document

- 3.1 This document is divided into 6 sections.
- Section 4 summarises key issues and messages for 2014-15
 - Section 5 provides an overview of the projects and activities the department will be developing during the year
 - Section 6 highlights how the department will work across the organisation, providing communications support and expertise to departments
 - Section 7 outlines ongoing communications work
 - Section 8 looks to possible work in 2015-16
 - Section 9 looks at the risks owned by the department

4 Summary of priorities, issues and messages for 2014-15

- 4.1 This section outlines some of the general communication themes and issues for the HCPC over the year.
- **Registrants** - as in previous years, it will be particularly important to continue to communicate to registrants our CPD standards and audit requirements as well as registration renewals (particularly online and direct debits) for all professional groups. However, social workers in England will need a particular focus as this is the first time they will have renewed with the HCPC. We will also continue to communicate our work on professionalism, the ongoing review of the standards, new requirements for professional indemnity as well as the benefits of registration and ways of promoting HCPC registration.
 - **Key stakeholders** – we have a broad range of stakeholder groups and messages for each will vary. However, in the main our communications work will focus on raising awareness and understanding of our regulatory processes and standards as well as our role in regulation and our core purpose of public protection. A particular emphasis for some will be the proposed Law Commission reforms as well as the potential

regulation of new professions or occupations (for example, adult social care workers in England, non-medical public health specialists and herbal practitioners).

- **Members of the public, service users and carers** - there continues to be a need to raise awareness with this group. However, our work will be targeted to make the most effective use of our available resource. As with previous years, our focus will be to raise awareness of the Register, in particular emphasising the importance of checking that a professional is registered and, on the rare occasion when things do go wrong, how people can raise a concern.
- **Employees** – as with previous years, we will continue to ensure that employees are up to date and aware of the work of the Council as well as informed of organisational and departmental activities.

5 Developing and maintaining communications projects and activities

5.1 This section outlines the Department's main activities in 2014-15 which are focused on developing existing communications activities, specifically events, media and pr, stakeholder liaison, publications, web and digital and internal communications. Some of these activities are additional to the work set out in sections six and seven.

- **Web and digital** will continue to ensure that the content of web and intranet pages is relevant and up to date. Specific web and intranet developments will be agreed with departments and managed through two deployments over the year. The HCPC's two apps will be further developed with new releases scoped and planned at the beginning and end of the year. A series of films for YouTube are also being planned for release throughout the year and support will be provided for the digital development of HCPC In Focus and Update.
- **Media and pr** will continue to manage media and pr activities. A particular focus this year will be the development of relationships with professional journals and consumer media as well as five specific pieces of work designed to raise awareness with public and professional audiences. These include promoting tax relief on the registration fees; promoting hcpc registration; the on-going google adwords campaign; the dissemination of public information materials through three waiting room and independent pharmacy distributions; and extending our reach through social media.
- **Events** will organise eight meet the hcpc events in Peterborough, Stornoway, Newport and Omagh as well as employer events in UK cities including Swansea, Birmingham, Belfast and Edinburgh. In addition to this, the team will seek to develop new events including a series of CPD workshops and webinars for registrants as well as providing support for stakeholder events and international conferences including IAMRA and the World Health Professions Regulation Conference 2014.
- **Stakeholders** will complete our work on stakeholder mapping and analysis and use this information to begin to develop appropriate engagement strategies. Specific emphasis will be placed on developing relationships with professional bodies through annual meetings and attendance at profession-specific conferences as well as engagement in each of the four countries through face to face meetings, talks and presentations and having a presence at relevant conferences. Employer engagement

will also be key, particularly focusing on raising awareness of HCPC's regulatory processes as well as stakeholder work resulting from policy developments including, for example, the Law Commission reforms. The team will also lead the stakeholder CRM project and work with colleagues to develop this year's opinion polling.

- **Publications** will continue to work across the organisation to support the publication of a range of documents many of which are outlined in section 6 as well as on-going work highlighted in section 7. In addition to this, the team will publish six editions of HCPC In Focus and work with digital and web to develop the newsletter.
- **Internal communications** will focus on the development of the network of internal communications champions, The Chain, and the development of a team briefing mechanism supported by communications specific training for managers and team leaders. In addition to this, we will publish monthly editions of HCPC Update and continue to organise six all employee meetings, the all employee training awayday and four 'lunch and learn' events.

6 Providing expertise to HCPC Departments

6.1 This section sets out our work with other Departments providing specialist expertise and adding value to the work they are undertaking. This is not an exhaustive list, but it is intended to provide an overview of our main areas of collaboration.

- **Education** – we will work with the Education Department in five specific areas including: publishing the Annual Report, three editions of HCPC Education Update and the refresh of major change guidance; organising eight education provider seminars; producing digital content for guidance and seminars; reviewing the content for the education web pages; and developing education content for the HCPC blog.
- **Fitness to Practise** – we will continue to work with the Fitness to Practise Department in five specific areas. This includes on-going work to publicise ftp hearings and the production of the Fitness to practise annual report. This year, we will also support the Department's 'tone of voice' review of correspondence, the local engagement work they are undertaking with employers including the development of guidance for employers and support the dissemination of the competency and disengagement research recently commissioned.
- **Registration** – the main focus this year will be preparing professions, particularly social workers in England, for registration renewal and cpd audits ensuring they understand our requirements. This will involve a review of web content, talks and presentations, cpd workshops, attendance at profession-specific conferences, articles in professional journals and stakeholder liaison. We will also work with the Registrations Department on a project to identify the main reasons why registrants contact the team, developing information provision through web and digital content. This could include changes to web pages or the development of more film content. We will also manage the publication and dissemination of the CPD audit report.
- **Policy** – there will be a number of areas of collaboration this year. This will include communicating our professional indemnity requirements, publishing standards of proficiency for six professions including operating department practitioners,

paramedics, hearing aid dispensers, biomedical scientists, clinical scientists and practitioner psychologists. We will also provide supporting communications for policy related work including the review of the SCPE and SETs, guidance for disabled people wanting to become health and care professionals as well as work associated with the Law Commission reforms, the Professional Qualification Directive, CPD research and regulation of new professions or occupations.

- **Partners** – we will work with the Partner team to raise awareness of the recruitment campaigns they will be running. This includes providing advice on adverts, publishing articles in HCPC In Focus and updating social media updates.
- **HR** – we will continue to work with HR on organisational culture, dissemination of all employee survey results, team briefing and communications training for managers as well as the communicating HR policy issues.

7 Ongoing communications work

7.1 This section records regular work which is on-going from year to year including:

- Monitoring the web inbox and responding to requests for updates to the HCPC's website and intranet
- Writing news stories for HCPC channels, including the web and intranet, publishing blog pieces and updating social media platforms
- Monitoring parliamentary, media and social media platforms and flagging issues for continued monitoring or response
- Liaising with the media on a day to day basis, particularly in relation to Fitness to Practise hearings
- Publishing press releases and writing articles for professional and consumer media
- Monitoring and responding to publication requests including public information packs, standards and guidance (eg cpd brochures)
- Attending a range of profession-specific conferences and undertaking a programme of talks, presentations and visits
- Monitoring stock levels for publications and managing reprints
- Monitoring uptake of the registration logo and reporting misuse to the Fitness to Practise Department
- Providing advice on house style and visual identity guidelines
- Undertaking surveys, capturing statistics and providing reports on activities to Council and the Executive Management Team

8 Looking to 2015 - 2016

8.1 This section highlights some further objectives beyond the financial year 2014 – 2015:

- Further communications work with service users will continue to be crucial, particularly building on the public information communication work we have done.
- Raising the HCPC's profile in the four nations will continue to be an important focus.
- Raising HCPC's profile outside the UK will be a continued focus, particularly building on the various pieces of work already undertaken across the organisation.
- Continuing to develop our e-communications and web platforms will be key in ensuring we reach all our stakeholders in an efficient and effective manner.

9 Risk

9.1 The key risks for the HCPC which relate to the Communications Department are set out in the Risk Register. They are: failure to inform public; loss of support from key stakeholders including professional bodies, employers and government; inability to inform stakeholders following crisis; and failure to inform registrants.

9.2 The Register sets out the mitigation of these risks and is regularly reviewed by the Executive Management Team and the Audit Committee. Specifically:

- **Public information campaigns, media work and the website:** These all help to inform the public and raise our profile with the professional bodies. Likewise, the maintenance of the website, including the ability to update it remotely, helps to mitigate the risk of not being able to communicate with stakeholders after a crisis.
- **Stakeholder activities:** This is important in indirectly raising our profile with the public, but particularly important in developing our relationships with key stakeholders. The annual meetings with professional bodies are crucial in understanding their issues and our ability to respond. Joint working with professional bodies on key organisational issues is also important in maintaining relationships and helps mitigate the risk of failing to inform registrants of our requirements. Similarly, our work with employers enables us to develop relationships and ensure that these stakeholders understand our requirements of their employees.
- **Registrant communications:** This is vital to enable registrants to understand their responsibilities and our requirements of them. It includes making the standards freely available across a range of media, information about registration in the registrant facing newsletter, HCPC In Focus, face to face contact through 'Meet the HCPC' events and having a presence at professional conferences and exhibitions.
- **Disaster Recovery Plan:** the HCPC's approach to disaster recovery is an on-going piece of work, and the disaster recovery plan is regularly reviewed and updated. Through the Executive Management Team, the Director of Communications contributes to its on-going development, and this provides an important safeguard against the risks posed to the organisation by any disaster occurring.

Ref	Category	Ref #	Description	Risk owner (primary person responsible for assessing and managing the ongoing risk)	Impact before mitigations Jan 2014	Likelihood before mitigations Jan 2014	Risk Score = Impact x Likelihood	Mitigation I	Mitigation II	Mitigation III	RISK score after Mitigation Jan 2014	RISK score after Mitigation Sept 2013
3	Communications	3.1	Failure to inform public Article 3 (13)	Director of Comms	5	1	5	Delivery of communications strategy.	Delivery of aspects of communications workplan, specifically public information campaigns, multi media advising, distribution of public information materials, and web.	-	Low	Low
		3.2	Loss of support from Key Stake holders including professional bodies, employers or government Links to 1.5	Director of Comms	5	3	15	Delivery of communications strategy, supporting the HCPC strategy	Delivery of aspects of communications work plan, specifically stakeholder activities	Quality of Operational procedures	Low	Low
		3.3	Inability to inform stakeholders following crisis	Director of Comms	4	1	4	Invoke Disaster Recovery Plan	Up to date Comms DR plan available	-	Low	Low
		3.4	Failure to inform Registrants Article 3 (13)	Director of Comms	5	1	5	Delivery of communications strategy	Delivery of aspects of communications workplan, specifically, Meet the HCPC events, campaigns, Registrant Newsletter, Professional media and conference attendance . Publications and web.	Quality of Operational procedures	Low	Low
		3.5	Publication of material not approved for release	Director of Comms	4	2	8	Delivery of communications plan	Adherence to operational plans (Social Media planner)	-	Low	Low