

Council – 14 May 2014

Communications Report

Executive summary and recommendations

Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2014-15.

Financial implications

None

Appendices

Communications Report

Date of paper

30 April 2014

Communications – management commentary

Events

Exhibitions: In March we exhibited at the Care Show in Bournemouth, presenting the “Be Sure” film and in April we were once again show partners at Naidex National, a 3-day event which attracts over 10,000 members of the public and registrants.

Meet the HCPC events: Our Meet the HCPC events continue to be hugely popular and both of the afternoon sessions in Llandrindod Wells and Penzance in March were fully booked. We worked with Policy to develop the Welsh event, where we asked registrants for their opinions on the Standards of conduct, performance and ethics (SCPE) as part of the larger review. The next event is in Peterborough in June.

Employer events: Our next employer events take place in Swansea on 28 May and Birmingham on 11 June and invitations have been sent out to around 1,400 employers and managers.

Education seminars: We are working closely with the Education department to develop eight seminars which will take place between October and December. We have also provided support to Education for the first Education and Training Committee stakeholder event which took place on 30 April.

Talks and presentations: Our first CPD webinar will take place on 5 June. Working with Registrations, the aim is to provide an interactive guide to CPD and the audit process. Just over 1,000 emails were sent to service managers and HR departments across the UK, asking them to cascade an invitation to their teams. Both events are now full with a total of 600 sign ups.

Media

FtP media coverage: The majority of coverage in this month related to the outcome of the inquest into the death of Izabelle Easen, 7. This was widely picked up in the media, with HCPC mentioned in relation to a paramedic struck off in 2010 alongside criticisms that the NHS did not inform relatives of actions taken. A reactive line about informing families of hearings was re-issued.

Media responses and monitoring: We issued a media statement in response to the Law Commissions’ final report and draft Bill on the regulation of health and social care professionals, published 2 April 2014. In response to the BBC Panorama programme ‘Behind Closed Doors: Elderly Care Exposed’ which aired on 30 April we issued comment to the national media and wrote letters to a number of editors.

Professional press: Recent reports into social worker education by Narey and Croisdale-Appleby were revisited, with an article in Community Care outlining the Council’s discussion on the reports at its last meeting. Community Care also published an interview with Marc Seale which focused on negative registration and the Law Commissions’ draft Bill. An article from new Council member Graham Towl also appeared in The Psychologist.

Campaigns

Tax relief campaign: We have been working on a campaign to raise awareness amongst registrants of the tax relief available to them on their registration fees. This includes a flyer, updates to webpages and a media release to professional journals.

Communications – management commentary

Publishing

Education Annual Report: Design work has commenced and the report will be published in May alongside Education Update.

Guidance on health and character: Work continued on updating our Guidance on health and character and the revised version was published on Monday 14 April 2014.

HCPC In Focus: The April edition of our e-newsletter included a renewal reminder for arts therapists, dietitians and physiotherapists, details on our consultation on the standards of proficiency for biomedical scientists and clinical scientists and news on our seminar with Professor Zubin Austin. We also provided information on professional indemnity and the fee rise and included a round-up of recent and forthcoming events.

Parliamentary

Parliament: The Government have announced that the State opening of Parliament will take place on Wednesday June 4 2014. We will monitor the Queen's Speech for inclusion of a Bill relating to the Law Commissions' proposals and draft Bill.

Parliamentary monitoring: Labour MP, Kerry McCarthy, tabled a written question asking for the number of complaints received about the HCPC and its predecessors. The Minister was unable to provide the figures and we have since written to Kerry McCarthy providing the requested information. We also monitored the debate which arose in the Commons after Nick Smith (Lab, Blaenau Gwent) asked an urgent question on the government's policy for safeguarding residents in care homes.

Stakeholders

Meetings: We met with BASW's new England Manager and Skills for Care ahead of the social work renewal period in September 2014, as well as contributing to revisions to the Standards for employers for social workers in England, to be published by the Local Government Association in May 2014. Along with the Chair and Chief Executive, we will be attending a meeting of the Association of Educational Psychologists.

Conferences: We attended the launch of Skills for Care's Common Core Principles to support good mental health and wellbeing in adult social care.

Stakeholder events: We held a stakeholder event on 25 March which focused on the review of the SCPE and the associated research work completed. The audience included professional bodies, regulators and representatives from patient and carer associations. The event generated good discussion about the accessibility of the standards and areas for improvement.

Northern Ireland: We recently visited Northern Ireland to attend the HSC Public Health Agency's workshop at Stormont on Mid Staffordshire. We also attended the Northern Ireland Policy Forum's conference: Implementing 'Transforming Your Care' – innovation, efficiency and cross-border collaboration. At the same time we met with representatives from the Patient and Client Council, the Allied Health Professionals Federation as well as the Chartered Society of Physiotherapy and the Royal College of Speech and Language Therapists. We have also met with fellow Northern Ireland regulators to discuss plans for a parliamentary reception to take place at Stormont on 11 June 2014.

Communications – management commentary

Scotland: We recently met with fellow regulators in Scotland and officials from the Scottish Government Health and Social Care Directorate to discuss plans for the annual regulation event, due to take place on 28 October 2014. Along with the Chair and Chief Executive we will be meeting with officials from the Scottish Government Health and Social Care Directorate to provide an update on the work of the HCPC, as well as to hear about developments in Scotland.

Web, digital and social media

Digital: In April we uploaded to our YouTube site three short films which focus on our cpd requirements and processes. These will be used as part of our cpd resource portfolio.

Registrant app: We are continuing in the build phase and the app developer is currently fixing issues before a soft launch.

Web requests: We received 62 requests for changes during March and April. These included updates to the webpages for registration fees and the provision of temporary registration as well as professional indemnity information and FAQs.

Twitter: In March we launched a new monthly joint twitter chat with the British Association of Occupational Therapists. This will focus on CPD, the HCPC standards and the audit process.

HCPC blog: we have uploaded two blog pieces in April. The first on 10 April: 'An opportunity to stop poor care through new Law Commissions' draft Bill' and the second on 11 April: 'Reflections on the Narey and Croisdale-Appleby Reports: A system in transition'

Internal communications

HCPC Update: The March issue of HCPC Update included articles on the registration fee rise, Anna's honorary award from Birmingham City University and Partner recruitment.

All employee meetings: We held a meeting on 15 April. Along with Marc's update to the organisation, there were also presentations from HR and FTP.

Lunch and learn: We also ran our second lunch and learn session on 15 April with 30 employees who heard from Kathryn Burgess, an HCPC Partner about her work as a Therapeutic Radiographer.

Intranet: At the beginning of April we launched changes to the intranet. This included the redesign of the homepage making it more dynamic, including external content and more focus on employee related items. In addition, we have made it easier for employees to submit news items and comment on them.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications

May 2014

Events

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Media

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Publishing

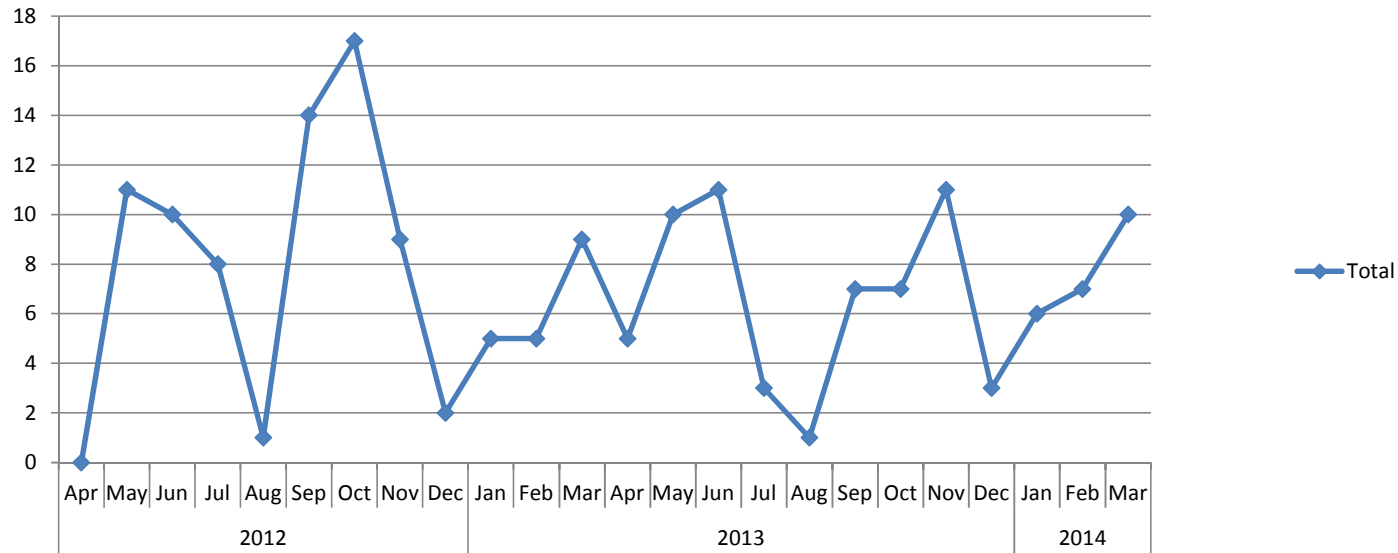
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	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	0	2	1	0	0	1	6	4	0	0	0	2	1	1	2	0	0	2	1	1	0	0	1	1
Presentations, talks and seminars (1)	0	4	5	6	1	9	8	4	0	3	3	4	2	6	6	3	1	3	3	6	2	5	2	5
Meet the HCPC (2)	0	2	2	0	0	4	0	0	0	0	1	1	2	0	0	0	0	1	1	0	0	0	1	2
Employer events	0	3	1	0	0	0	0	0	0	0	0	2	0	1	1	0	0	0	0	1	0	0	1	1
Education seminars	0	0	1	2	0	0	3	1	2	2	1	0	0	0	0	0	0	1	2	1	0	1	1	0
Stakeholder events	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	2	1	0	1	1
Total	0	11	10	8	1	14	17	9	2	5	5	9	5	10	11	3	1	7	7	11	3	6	7	10

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
39	32	26	16	10
72	23	16	47	44
	8	9	10	7
	5	6	6	5
		6	12	6
		0	3	9
111	68	63	94	81

(1) Presentations, talks and seminars given to any stakeholder group

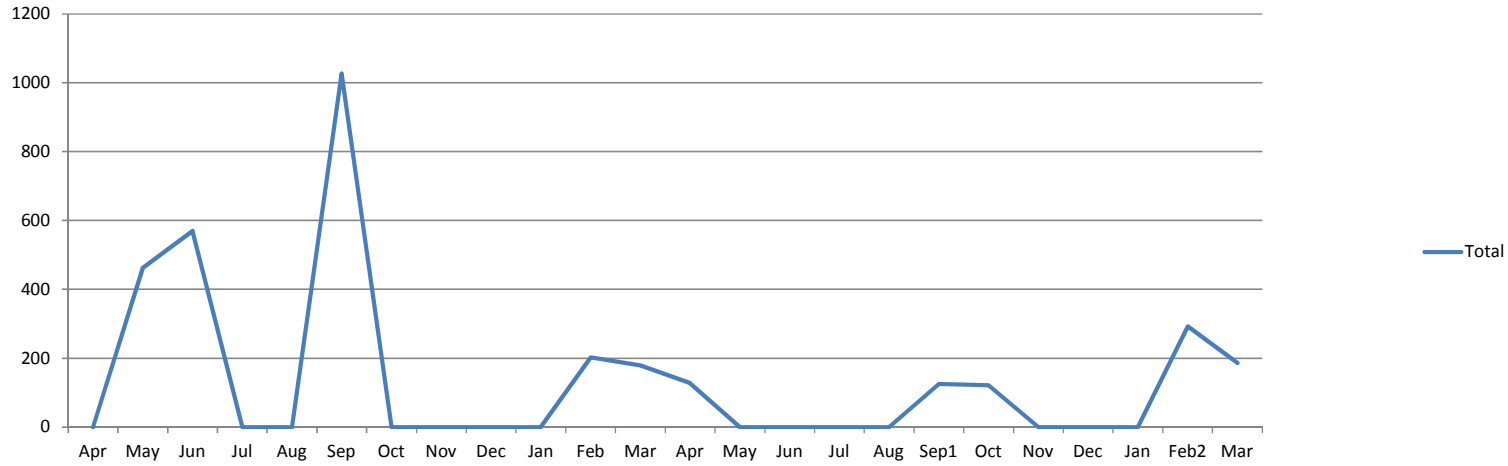
(2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events



	2012			2013									2014												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep ¹	Oct	Nov	Dec	Jan	Feb ²	Mar	
Arts therapists	0	0	0	0	0	0	0	0	0	0	3	6	1	0	0	0	0	7	10	0	0	0	0	0	2
Biomedical scientists	0	0	0	0	0	0	0	0	0	0	13	9	7	0	0	0	0	9	19	0	0	0	0	8	3
Chiropodists	0	0	0	0	0	0	0	0	0	0	15	13	11	0	0	0	0	15	10	0	0	0	14	19	
Clinical scientists	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	7	4	0	0	0	0	0	
Dietitians	0	0	0	0	0	0	0	0	0	0	4	6	4	0	0	0	0	3	2	0	0	0	5	4	
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	0	0	2	2	0	0	0	2	6	
Occupational therapists	0	0	0	0	0	0	0	0	0	0	26	45	6	0	0	0	0	22	10	0	0	0	23	21	
Operating department practitioners	0	0	0	0	0	0	0	0	0	0	4	2	1	0	0	0	0	2	1	0	0	0	2	5	
Orthoptists	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	1	0	0	0	1	2	
Paramedics	0	0	0	0	0	0	0	0	0	0	9	6	4	0	0	0	0	10	11	0	0	0	6	7	
Physiotherapists	0	0	0	0	0	0	0	0	0	0	42	9	17	0	0	0	0	16	21	0	0	0	23	38	
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	9	8	8	0	0	0	0	2	15	0	0	0	3	9	
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	1	1	
Radiographers	0	0	0	0	0	0	0	0	0	0	21	8	10	0	0	0	0	11	6	0	0	0	18	6	
Social workers in England	0	463	570	0	0	1027	0	0	0	0	40	56	52	0	0	0	0	5	1	0	0	0	79	47	
Speech and language therapists	0	0	0	0	0	0	0	0	0	0	4	5	3	0	0	0	0	2	2	0	0	0	3	9	
Other/Unknown	0	0	0	0	0	0	0	0	0	0	3	4	4	0	0	0	0	9	4	0	0	0	105	8	
Total	0	463	570	0	0	1027	0	0	0	0	202	179	128	0	0	0	0	125	121	0	0	0	293	187	

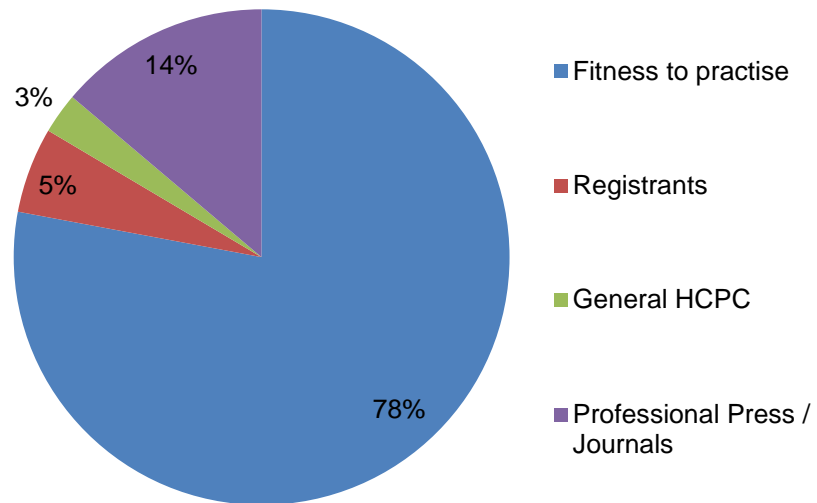
2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
17	8	17	9	20
40	54	57	22	46
94	115	63	28	69
7	15	12	1	11
30	20	18	10	18
0	34	13	5	12
109	162	181	71	82
62	22	13	6	11
5	9	6	5	4
26	77	46	15	38
150	196	129	51	115
61	60	34	17	37
5	7	3	0	7
73	57	35	29	51
0	0	0	2156	184
19	37	21	9	19
168	22	28	7	130
866	895	676	2441	854

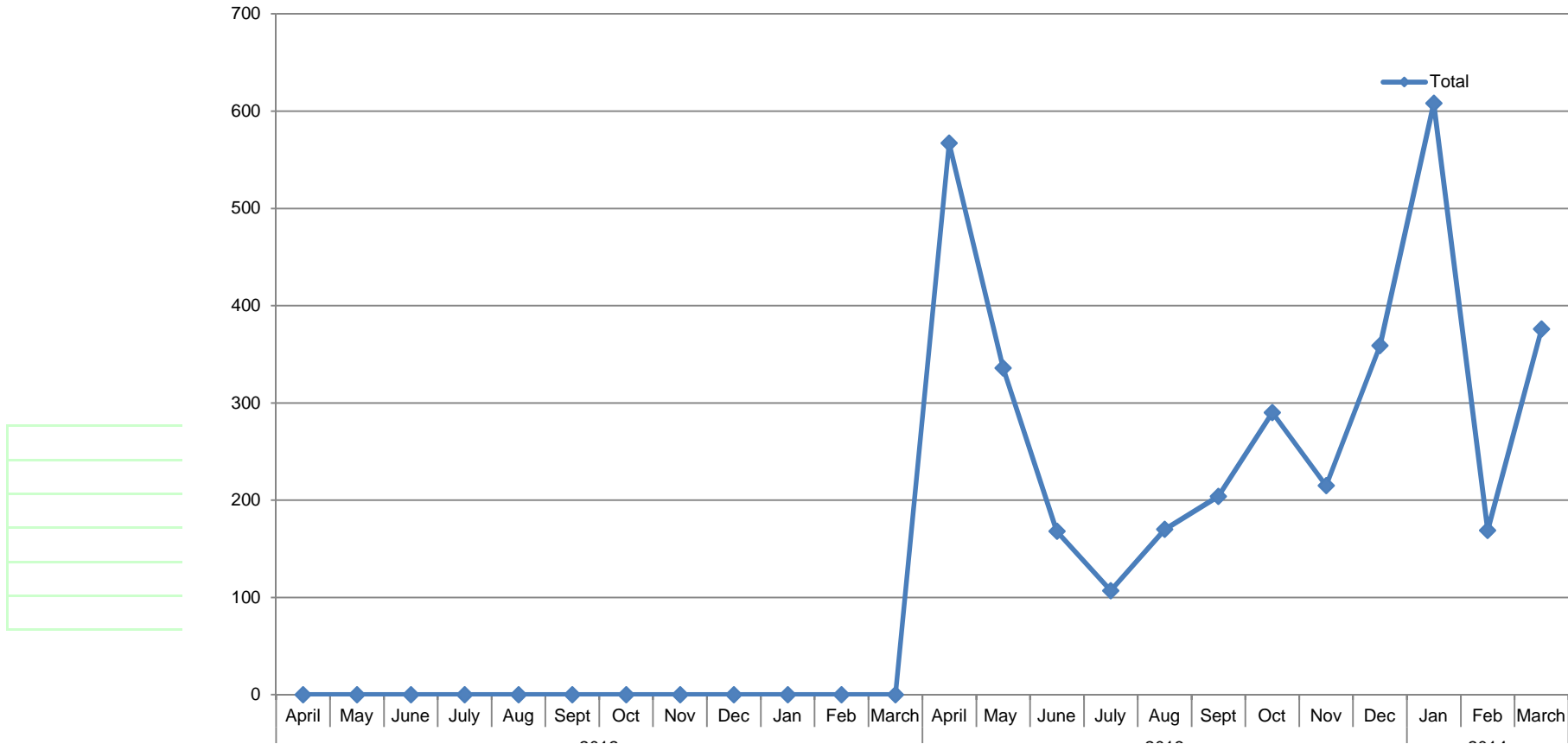
- 1. Online and in person attendees - Meet the HCPC Perth
- 2. Online and in person attendees - Meet the HCPC Preston (online- 102 views in total)

March

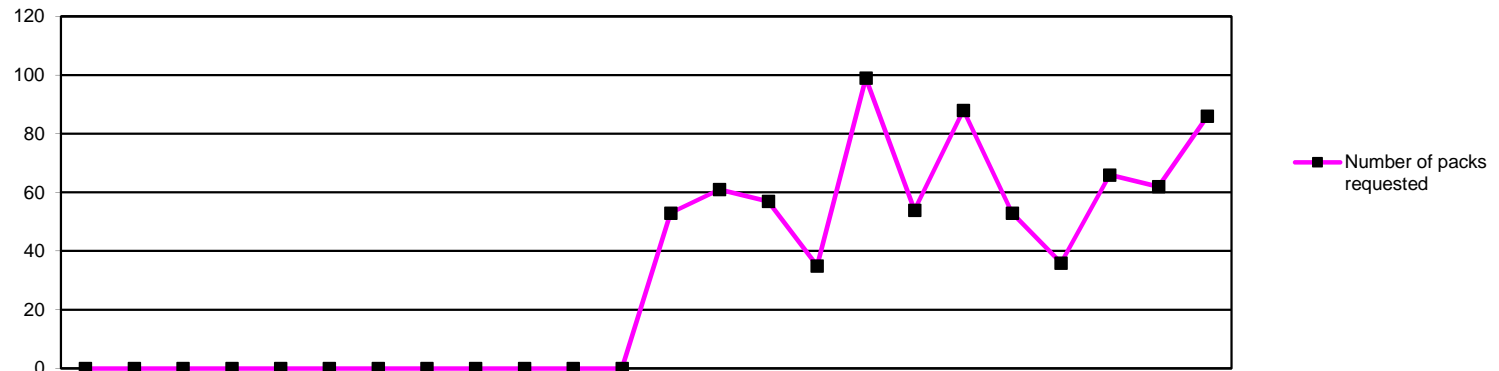
Category	Volume		
Fitness to practise	293		
Registrants	21		
General HCPC	10		
Professional Press / Journals	52		
Emerging professions	0		
Broadcast	0		
TOTAL	376		

Media coverage - March 2014





Coverage type	2012												2013					2014					YTD 13/14		
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan		Feb	March
Fitness to practise													515	261	97	50	65	101	225	103	292	517	69	293	2588
Registrants													2	20	30	11	28	44	19	26	17	25	22	21	265
General HCPC													37	29	5	11	47	24	19	19	5	19	26	10	251
Professional Press / Journals													12	21	32	31	30	33	22	30	39	39	45	52	386
Emerging professions													0	2	3	4	0	2	0	4	1	7	3	0	26
Broadcast													1	3	1	0	0	0	5	33	3	1	4	0	51
Total													567	336	168	107	170	204	290	215	359	608	169	376	3569



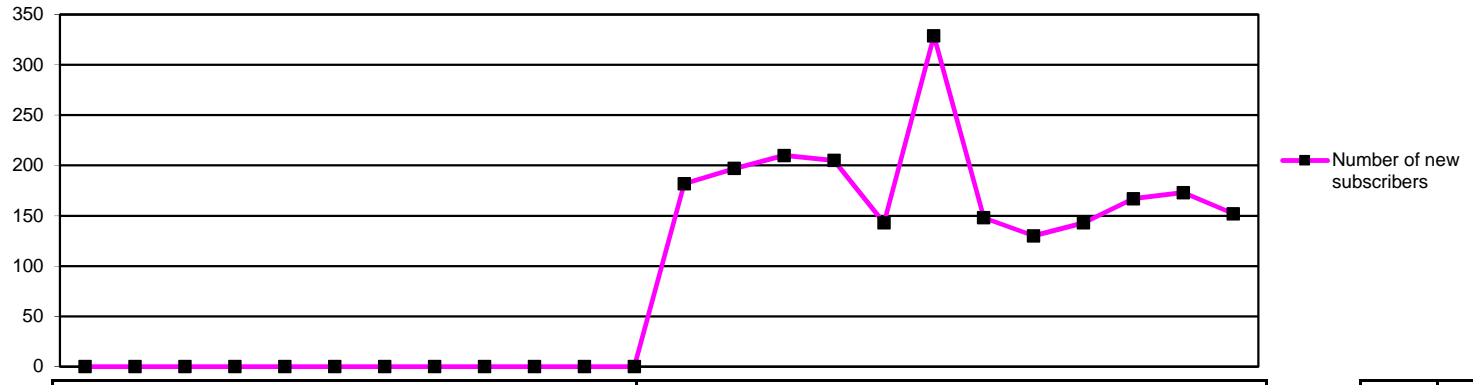
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested													53	61	57	35	99	54	88	53	36	66	62	86

2012/13	2013/14
FYE	YTD
	750

One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

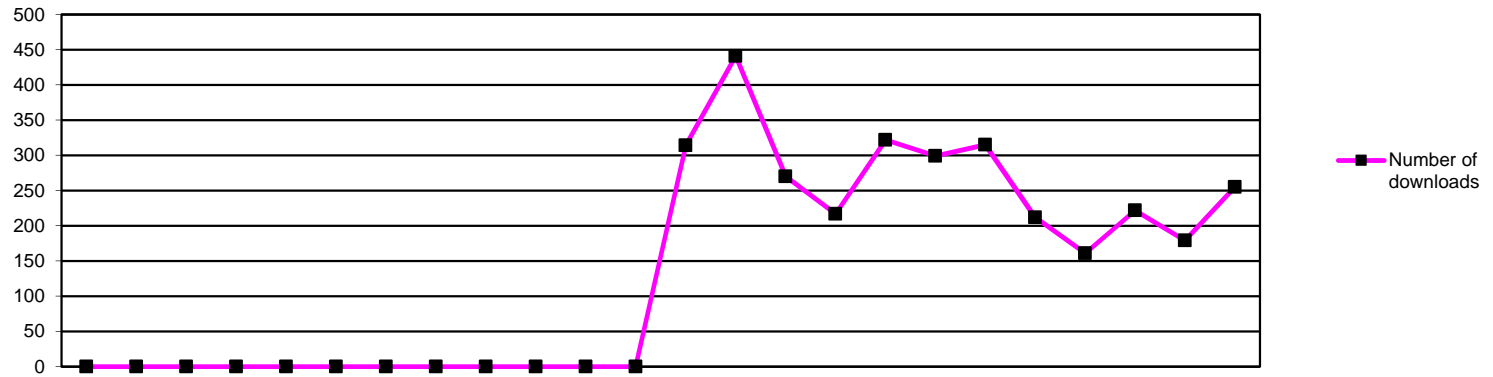
Profession	2012			2013									2014						Total						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists													1	3	0	0	0	0	2	5	0	0	0	6	17
Biomedical scientists													1	3	4	0	2	1	6	5	0	2	3	0	27
Chiropodists													19	16	6	7	27	14	16	13	10	20	1	16	165
Clinical scientists													0	0	0	0	0	0	2	0	0	0	0	0	2
Dietitians													0	0	3	0	1	0	0	0	1	1	0	2	8
Hearing aid dispensers													0	0	0	0	0	0	0	0	0	0	0	0	0
Occupational therapists													0	3	4	1	14	12	6	4	1	3	0	0	48
Operating department practitioners													2	1	0	0	10	0	4	1	0	0	12	3	33
Orthoptists													0	0	1	0	2	0	0		0	0	0	0	3
Paramedics													5	3	3	4	4	1	1	0	2	4	0	6	33
Physiotherapists													9	8	11	6	14	10	13	9	4	6	27	32	149
Practitioner psychologists													0	0	0	0	0	0	0	0	0	0	0	0	0
Prosthetists / orthotists													0	0	2	0	0	2	2	0	0	0	0	0	6
Radiographers													0	0	0	0	1	0	1	1	3	14	2	7	29
Social workers in England													4	5	2	5	4	3	13	3	7	6	14	9	75
Speech and language therapists													0	0	0	5	6	8	4	5	5	1	0	0	34
Other													12	19	21	7	14	3	18	7	3	9	3	5	121



Number of new subscribers	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
													182	197	210	205	143	329	148	130	143	167	173	152

2012/13 FYE	2013/14 YTD
	2179

Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,128
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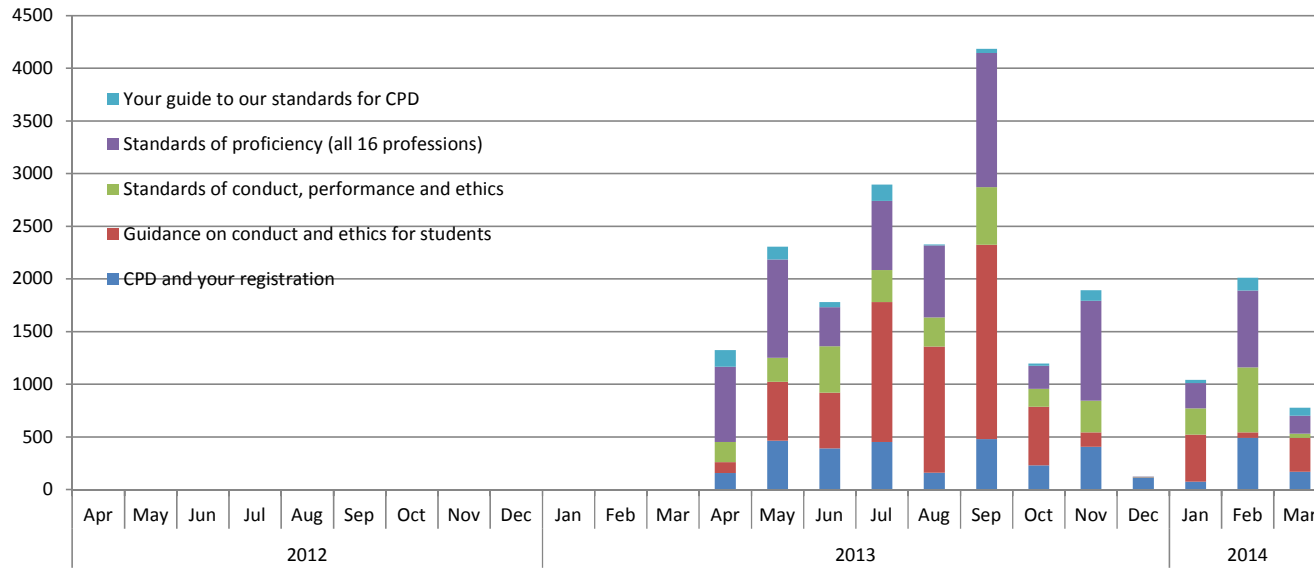


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads													314	441	270	217	322	299	315	212	161	222	179	255
Number of unregistered downloads													1	0	0	0	0	1	2	0	1	0	0	1

2012/13	2013/14
FYE	YTD
	3207
	6

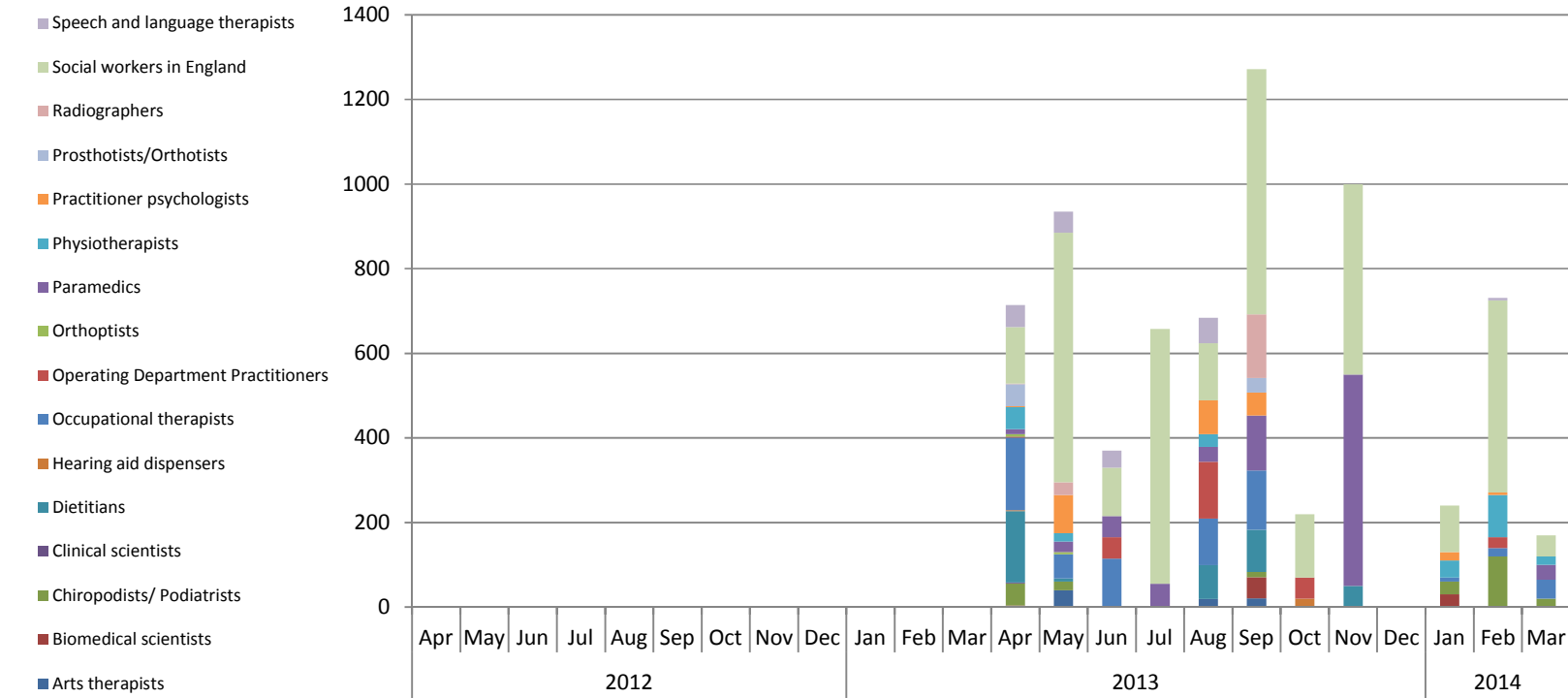
Downloads by profession

	2012			2013									2014					Total							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists													16	15	20	6	9	18	17	13	8	23	10	16	171
Biomedical scientists													4	5	4	2	4	0	4	13	6	4	2	0	48
Chiropodists													42	31	21	26	43	29	49	33	31	24	14	32	375
Clinical scientists													1	0	11	1	1	14	6	7	5	3	0	4	53
Dietitians													18	9	10	7	10	7	6	8	6	12	2	10	105
Hearing aid dispensers													9	5	3	4	3	3	1	4	0	1	2	6	41
Occupational therapists													23	12	8	13	15	18	55	16	17	8	12	17	214
Operating department practitioners													1	0	1	0	3	0	3	2	0	1	5	0	16
Orthoptists													1	0	0	0	5	2	0	0	0	0	0	0	8
Paramedics													24	14	31	30	78	39	20	15	9	9	6	19	294
Physiotherapists													17	42	40	54	29	32	39	30	17	38	41	46	425
Practitioner psychologists													51	243	89	49	68	61	62	41	34	46	58	74	876
Prosthetists / orthotists													8	3	0	1	0	6	0	1	2	1	0	1	23
Radiographers													24	5	3	2	2	1	3	3	3	16	4	2	68
Social workers in England													14	28	13	8	17	16	19	11	17	16	10	9	178
Speech and language therapists													61	29	16	14	35	53	31	15	6	10	13	19	302



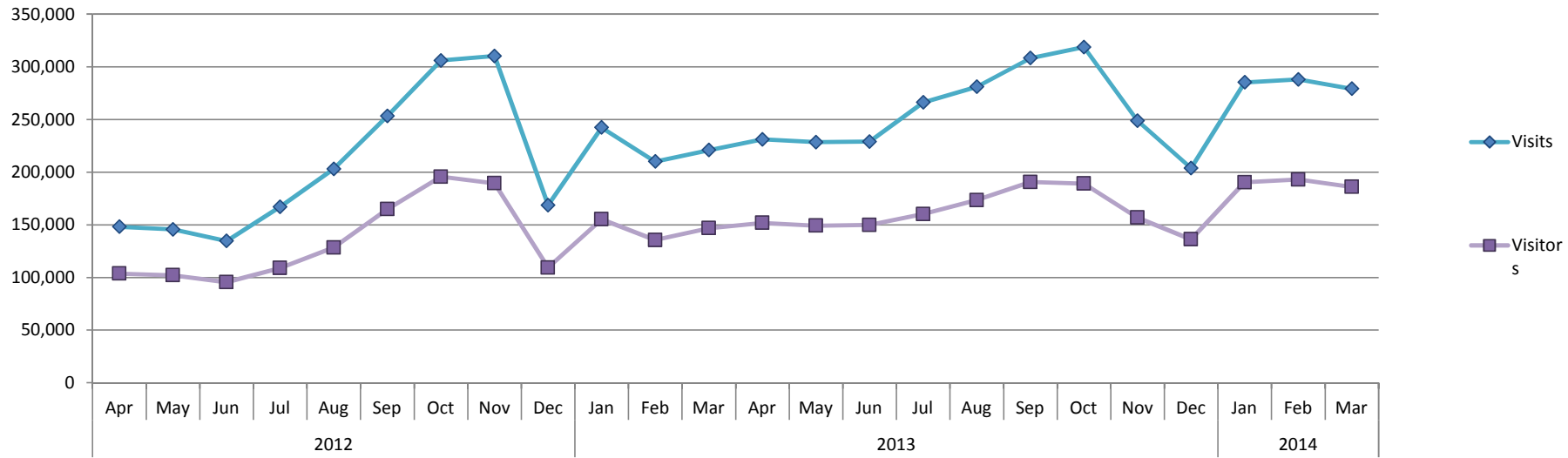
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration													157	464	390	450	160	480	230	405	114	75	492	170
Guidance on conduct and ethics for students													102	560	530	1328	1196	1842	555	137	4	445	51	321
Standards of conduct, performance and ethics													192	226	440	305	278	550	170	300	2	250	615	40
Standards of proficiency (all 16 professions)													714	935	370	658	684	1272	220	950	2	240	731	170
Your guide to our standards for CPD													158	120	50	154	8	40	20	100	0	30	120	75

2012/13	2013/14
FYE	YTD
	3587
	7071
	3368
	6946
	875

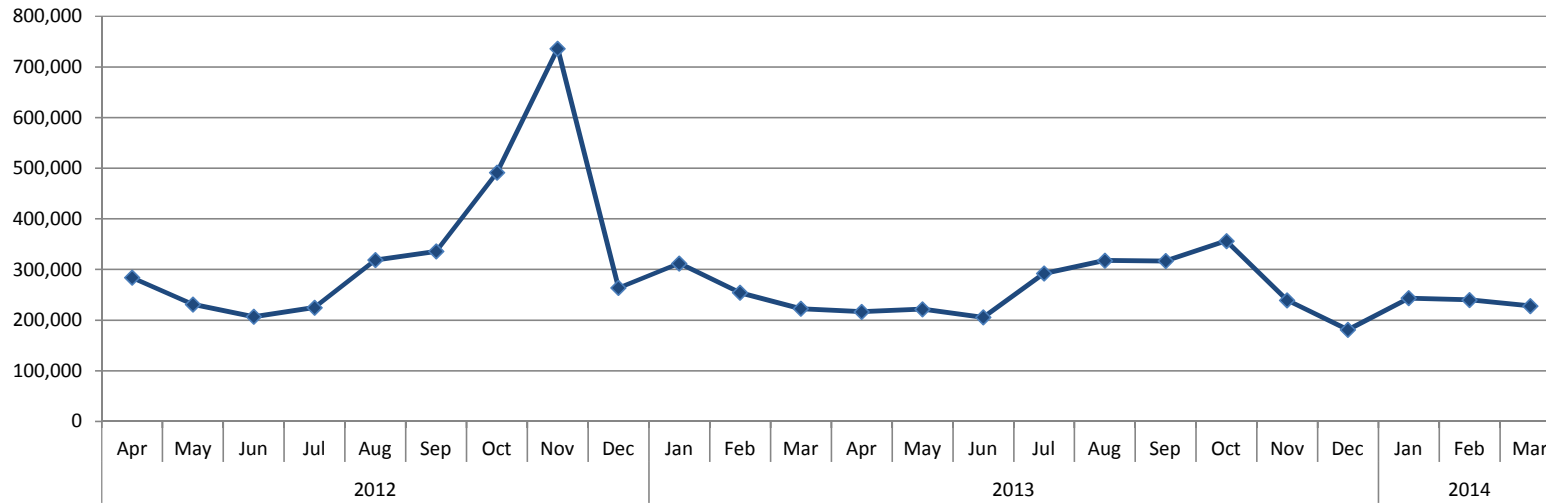


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists													2	40	0	0	19	21	0	0	0	0	0	0
Biomedical scientists													2	0	0	0	0	50	0	0	1	30	0	0
Chiropodists/ Podiatrists													52	20	0	0	0	12	0	0	0	30	120	20
Clinical scientists													2	0	0	0	0	0	0	0	1	0	0	0
Dietitians													169	8	0	0	80	100	0	50	0	0	0	0
Hearing aid dispensers													2	0	0	0	0	0	20	0	0	0	0	0
Occupational therapists													172	57	115	0	110	140	0	0	0	10	20	45
Operating Department Practitioners													2	0	50	0	135	0	50	0	0	0	25	0
Orthoptists													6	5	0	0	0	0	0	0	0	0	0	0
Paramedics													12	25	50	55	35	130	0	500	0	0	0	35
Physiotherapists													52	20	0	0	30	0	0	0	0	40	100	20
Practitioner psychologists													2	90	0	0	80	54	0	0	0	20	6	0
Prosthetists/Orthotists													52	0	0	0	0	35	0	0	0	0	0	0
Radiographers													2	30	0	0	0	150	0	0	0	0	0	0
Social workers in England													133	590	115	603	135	580	150	450	0	110	454	50
Speech and language therapists													52	50	40	0	60	0	0	0	0	0	6	0

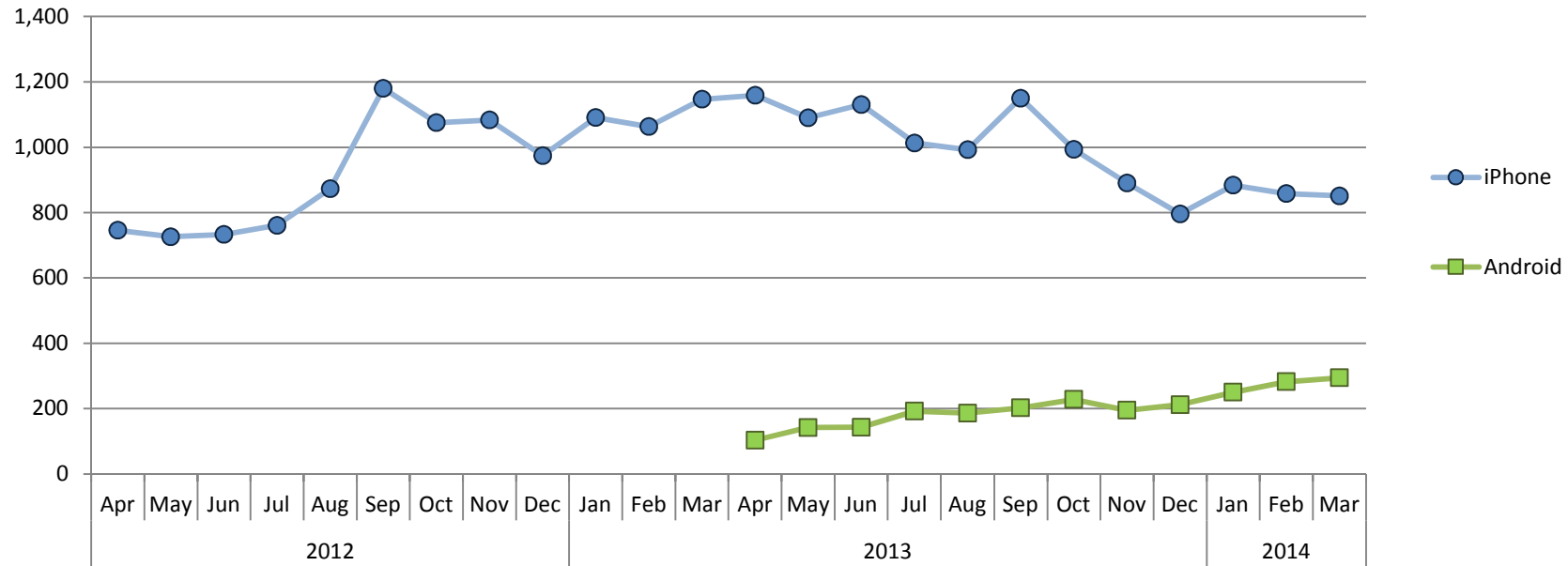
2012/13	2013/14
FYE	YTD
	82
	83
	254
	3
	407
	22
	669
	262
	11
	842
	262
	252
	87
	182
	3370
	208



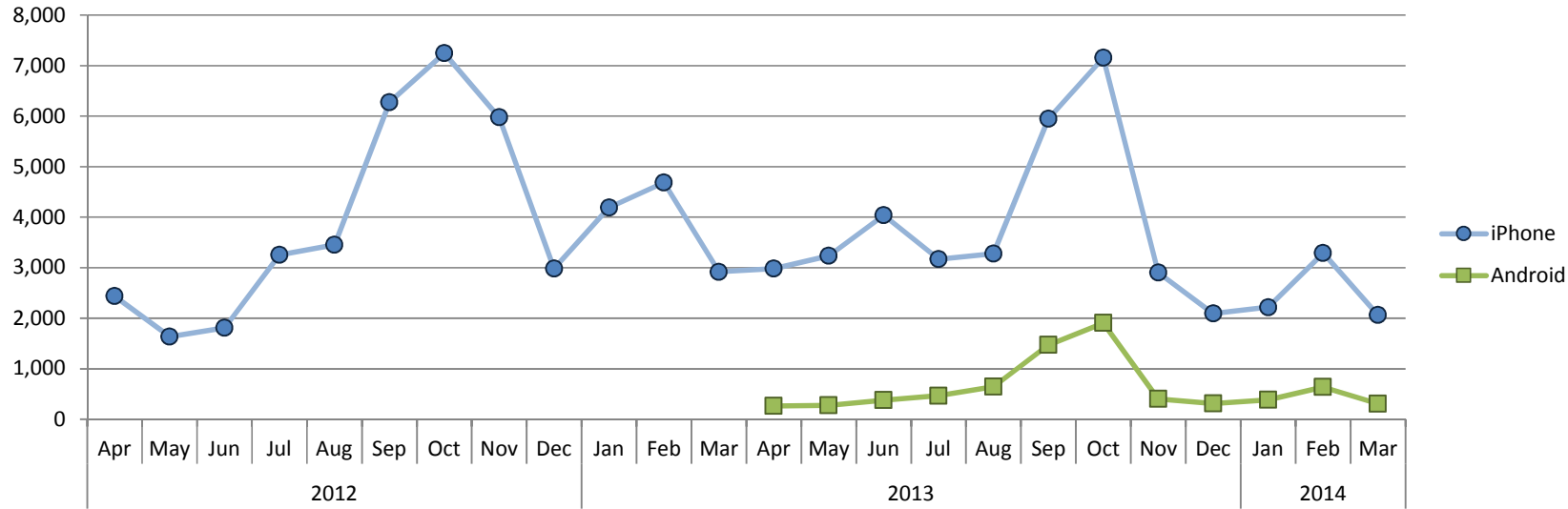
	2012			2013									2014									2009/10	2010/11	2011/12	2012/13	2013/14				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD	
Visits	#####	#####	#####	#####	203,032	253,097	305,852	#####	#####	242,325	#####	220,888	#####	228,388	228,865	266,063	280,954	#####	#####	248,792	203,797	#####	287,890	279,097		#####	#####	#####	#####	#####
Visitors	#####	#####	95,464	#####	128,410	164,741	195,561	#####	#####	155,154	#####	146,764	#####	149,184	149,801	160,105	173,343	#####	#####	156,871	136,109	#####	192,973	185,921		938,149	#####	#####	#####	#####



	2012			2013			2014			2009/10	2010/11	2011/12	2012/13	2013/14															
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD												
Page views	283,852	#####	206,705	224,785	#####	335,990	#####	#####	263,930	#####	254,429	222,722	#####	#####	205,684	292,324	#####	#####	356,272	239,490	#####	243,448	240,197	228,034				3,882,409	#####

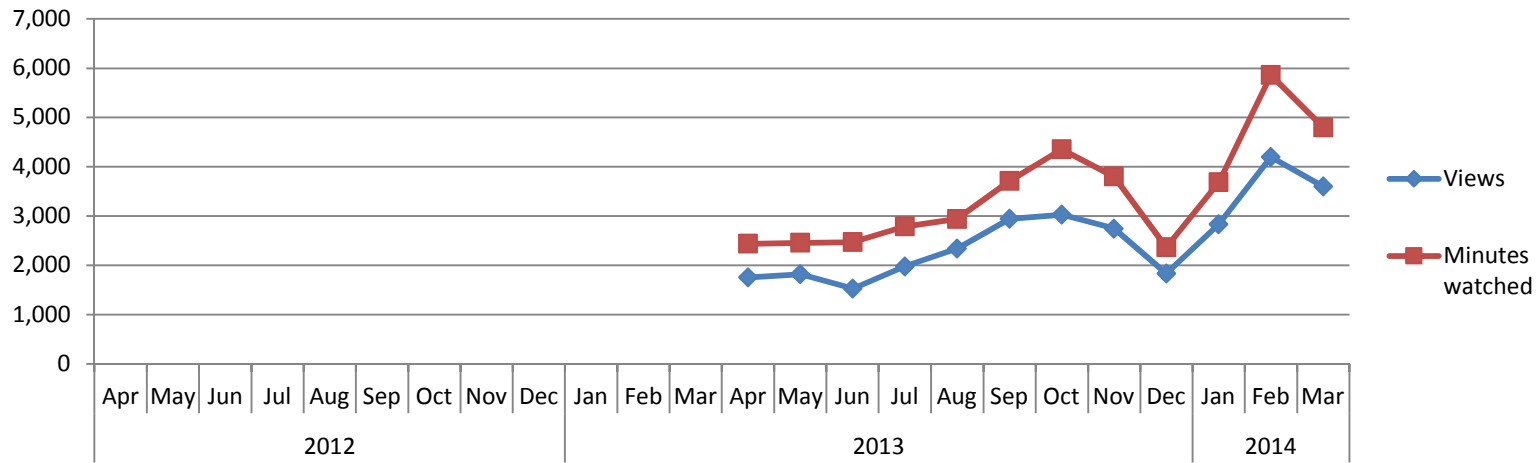


	2012			2013			2014						2009/10	2010/11	2011/12	2012/13	2013/14												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
iPhone	746	726	733	761	873	1,180	1,075	1,083	974	1,091	1,063	1,147	1,159	1,090	1,130	1,013	992	1,150	993	890	796	884	858	851				11,452	11,806
Android																													



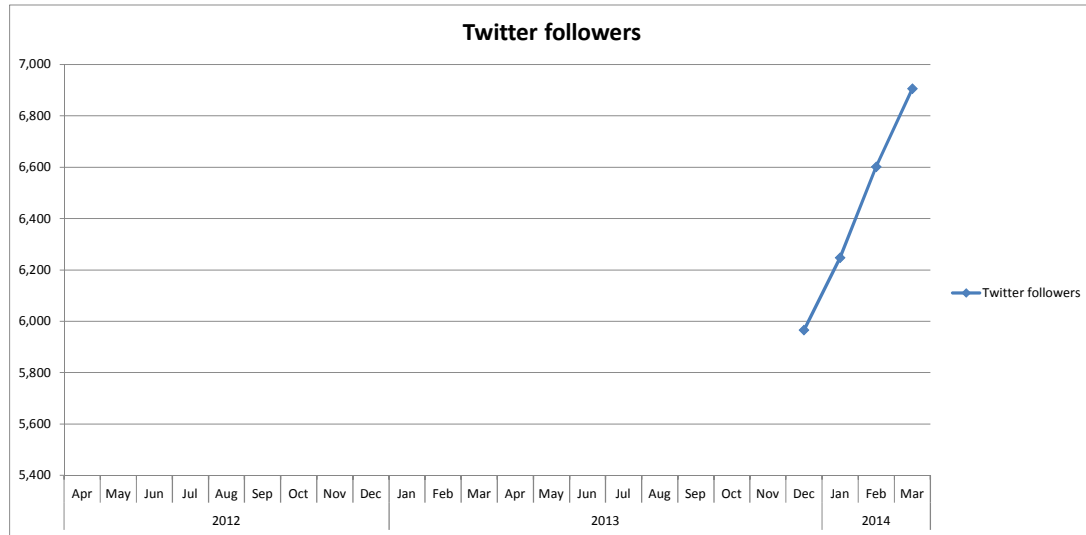
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
iPhone	2,437	1,634	1,807	3,252	3,453	6,271	7,245	5,976	2,980	4,189	4,684	2,916	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	2,061
Android													261	272	375	464	643	1,467	1,904	400	310	380	635	306

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
			46,844	42,354
				7,417



	2012			2013			2014					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Views												
Minutes watched												

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
				30,599
				41,659



	2012			2013									2014												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Twitter followers																									
																						5966	6247	6602	6906

